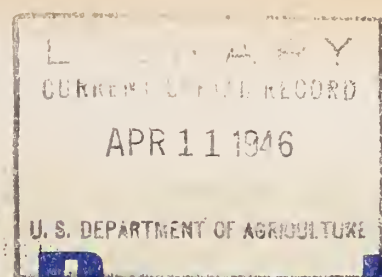


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# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

January 5, 1945 *re. 1946*

## PLANTING PLANS

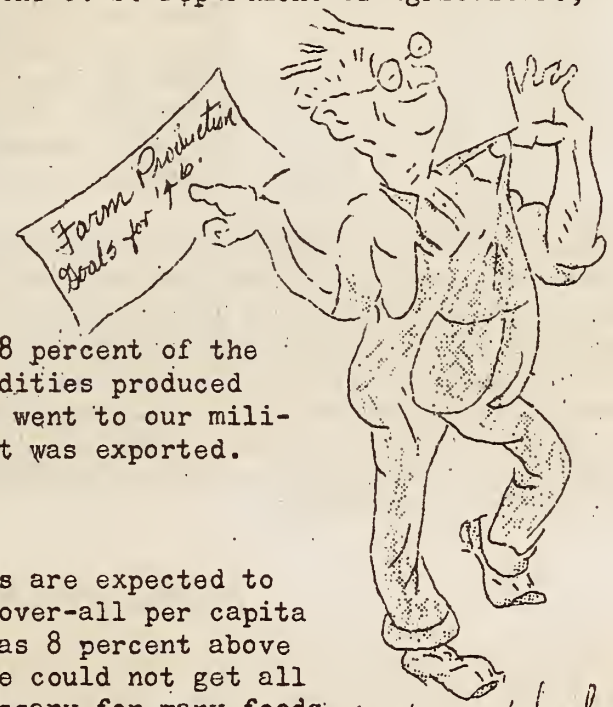
During January, you'll be hearing about the food and fiber goals that American farmers are going to aim at this year. Behind each crop figure, that will finally be announced by the U. S. Department of Agriculture, has been a study of demand for the product both at home and abroad, purchasing power, production possibilities...even the weather.

### Home Consumption High

First, let's consider probable demands this year for farm products. In 1945, the people in the United States consumed about 78 percent of the total volume of agricultural commodities produced in this country. About 10 percent went to our military services, and about 12 percent was exported.

### Demands Not Met During War

Domestic as well as foreign demands are expected to continue strong. During the war, over-all per capita consumption in the United States was 8 percent above the pre-war level. However, people could not get all they wanted and rationing was necessary for many foods. It is even estimated that with the high consumer incomes prevailing in the war years, our per capita consumption would have been up 10 percent instead of 8 percent if demands had been fully met. Since the end of the war, domestic purchasing power has actually been going up.

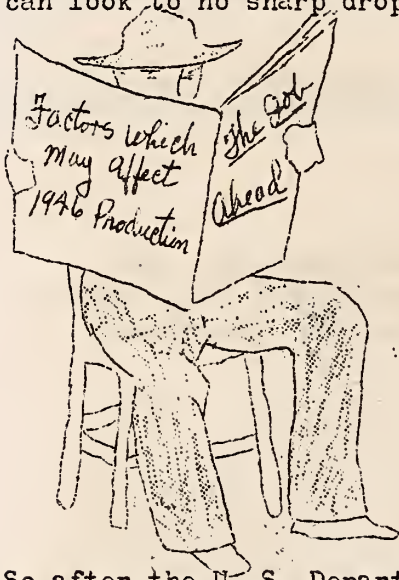


*Another big job ahead!*

## U. S. Department of Agriculture

Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia

As for foreign shipments of food...there is a tremendous need for agricultural products in other countries of the world. Great Britain has not yet been able to make any significant improvement in the relatively nutritious but monotonous diet of the war years. In some urban areas of Europe, people are eating only half...or less...the calories we do. The needs of the far east are immense...especially for rice and grains. It's true that all arrangements have not yet been made for moving the volume of foods asked for in 1946 goals. Prospects of food exports in the present year and in 1947 are largely dependent on financing programs that have been completed or are currently being arranged, but at least the United States can look to no sharp drop in export demand for many months to come.



#### Production Per Acre Might Drop

Then there are those production possibilities mentioned. Yields per acre have been very favorable during the war period. Yields might be lower this coming year, so the Department of Agriculture couldn't gamble on this possibility by lowering certain goals. Then there was the problem of livestock feed. Reserve supplies of feed grains are low. The livestock, dairy and poultry goals had to be tempered in light of the current feed supply and prospects for 1946. Goals were also considered in view of the prospective labor...also supplies of machinery, seed and fertilizer.

So after the U. S. Department of Agriculture had made a survey of demand and possible production they recommended goals to the states. In general, these goals are as high as during the war years. In December, 1945, department representatives in the states, people from State Colleges of Agriculture, Farm Organization Officials, growers and producers, met to discuss local plans and goals. By the first of January these state people sent back to the Department of Agriculture in Washington their suggestions or revisions. When all the recommendations are considered, the final goals will be announced.

#### TO THE DAIRY COUNTER

With the exception of butter, dairy products will be in about the same supply for civilians the first quarter of this year as in the past three months.

The U. S. Department of Agriculture, in announcing the dairy allocation for this period, said there'll be less butter because supplies are at the seasonal low. U. S. civilians are now getting the major part of the butter supply. Virtually all butter made during the coming three months is for civilians and there are also some surplus stocks recently sold by the



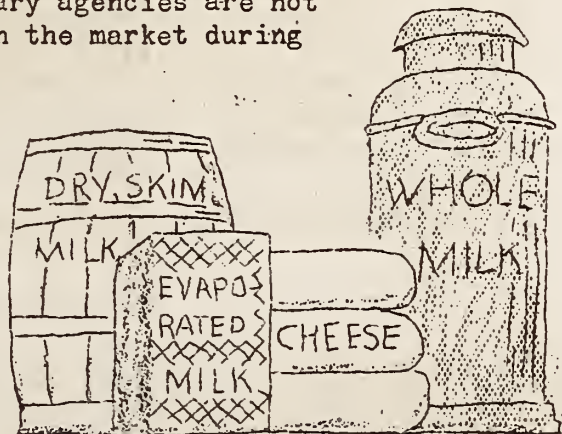
government but not yet distributed by the trade. Very little butter has been allocated to military agencies this quarter, because the armed forces bought sufficient stocks during the flush season last year to cover their needs until April, 1946. Minor quantities will go to U. S. territories and to some other countries under export license.

### Good Supply of Cheese

There will be a total of 150 million pounds of American (or cheddar) cheese for civilians... which is the same quantity as allocated during the October-December quarter. About 65 million pounds of other types of cheese will be available, and that is more than in the past quarter. During this period when less cheese is being produced, purchases for export will be relatively small. And with the exception of small local purchases, military agencies are not expected to be in the market during this quarter.

### Enough Canned Milk

*Her Halo's Justified...* As for canned milk, there will be ample supplies of both evaporated and sweetened condensed milk for civilian use during the January-March quarter. The actual allocation of evaporated milk is lower than last quarter, but trade channels have supplies sufficient to meet expected demands. Nearly 400 million pounds of canned milk are allocated for foreign export, including more than 300 million pounds for countries aided by UNRRA. Part of these allocations can be met from military stocks.



*'Cause look what she produces*

A total of 85 million pounds of non-fat dry milk solids is allocated for civilian use during the present quarter, in addition to 10 million pounds of dry whole milk. These dried milk products are used chiefly in bakery goods, prepared puddings, cake and ice cream mixes. The allocation for them is about the same amount civilians actually used in the last quarter. Export demands continue large for these products and what was allocated to Great Britain, France and UNRRA claimants will be met, in part, from military supplies.

No allocations have ever been made for fluid milk or cream.

#### CITRUS PRICE LINE

The fact that ceiling prices went back on citrus fruits January 5 is no sign that this fruit is in limited supply. The total citrus crop is very favorable.

In fact, ceiling prices were suspended last November 19 because supplies of fresh and processed citrus products were considered ample to fill all expected demands. Then at the start of the suspension period, unfavorable harvesting weather in Florida limited shipments. Transportation shortages affected the movement of oranges and lemons from California. This cut in market supplies, plus a strong holiday demand resulted in prices somewhat in excess of pre-existing ceilings. Most noticeable gains in price were on the preferred grades and sizes...particularly for California naval oranges and Florida tangerines which were just beginning to come to market seasonally. Because of these price increases, ceilings were re-imposed.

#### CHEDDAR PRICE RISE

The pound of cheddar cheese you buy after January 31, will probably retail about 5 cents higher than at present. Reason is that the U. S. Department of Agriculture is terminating the present subsidy payment of three and three-quarters cents a pound on this type of cheese. The action is in accordance with the schedule for subsidy terminations announced last November 9 by Judge John C. Collet, stabilization director.



*May be higher priced  
next month...*

Because this payment is to end, the Office of Price Administration is authorized by the stabilization director to make corresponding increases in the ceiling prices on cheddar cheese. But even with the rise in price of cheddar cheese, the over-all cost of living will not be appreciably affected. OPA points out that purchase of cheddar cheese now accounts for only 65/100 of one percent of living costs.

The subsidy went into effect December 1, 1942, at a time when prices of cheddar cheese were relatively lower than prices for most other major dairy products made from whole milk. To maintain adequate production of this cheese for civilian, military and export needs, the subsidy was paid to manufacturers instead of adjusting ceiling prices upward. This enabled



the cheddar cheese factories to pay farmers rises for milk comparable to its value when used in other types of manufactured dairy products. The subsidy program...which will continue through January...and the revised ceiling regulations will contain provisions to prevent profits on inventories of cheddar cheese which might otherwise accrue as a result of the price increase February 1.

### GLAD HATTER

Here's a note for the gals in your listening audience who have a weakness for hats...and are likely to have old felt hats available.



These discarded numbers can be cut down and reshaped into this season's models. The younger set especially can make them into calots. These "beanie" caps can be made all in one piece or in four to six sections. The sections being sewed or laced together with strips of felt or leather.

### Felt Uses Vary

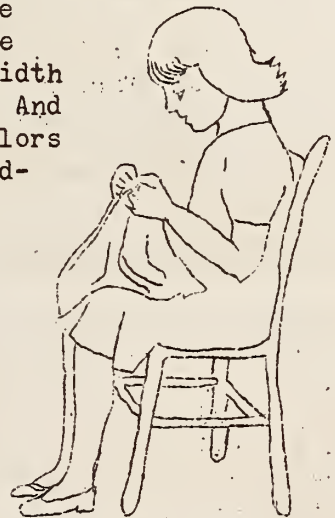
Old felt...not too badly worn...has many uses, says Clarice Scott, clothing specialist of the U. S. Department of Agriculture. It can be made into such useful articles as bedroom slippers, mittens, dress belts and skirt suspenders. If you're wondering how a hat will yield the long strips of material for these suspenders...just cut around the brim and keep cutting round and round. The circular piece obtained can be straightened by steam pressing it. You may need the material from two hats to make the suspenders the width and length desired, but felt can be easily pieced. And if both hats are not the same color, contrasting colors may be used. Teen-agers will also find that discarded felt hats make fine lapel and hat decorations.

Tell the girls that felt is an easy material to work with. Since the fabric is matted together rather than woven, it can be stretched, shrunk or shaped to ones liking with the aid of home-made molds and steam pressing. Caution against a too vigorous stretching of felt because the material might burst.

### Easy to clean

As for cleaning...a stiff brushing will put felt that's not too badly soiled in good condition. Dry-cleaning solvent, a fine sandpaper or soap suds will take out most spots. Washing should only be resorted to as a last measure, because soap suds take out the sizing which gives body to felt.

When cutting an article out of felt, Miss Scott advises that you allow for roominess and length. The felt may be sewed by hand or machine. And will need to be reinforced where there's any strain.



*Wonder what it'll be?*

## GUIDES FOR THE FREEZER BUYER



*Talking over the  
new home freezer...*  
Storage also Desirable

Household equipment specialists of the U. S. Department of Agriculture have some buying pointers you may want to pass on to families in your listening audience who plan to purchase home freezers.

The size of the freezer should depend--not only on the number of the family -- but where they live and how they expect to use the freezer. Generally, farm families need larger freezers and more storage space than city people.

Most farm families -- especially those who do their own butchering will want a walk-in unit that combines both freezing and storage. A minimum of 5 cubic feet of frozen food storage per person is recommended for farm homes. Where a relatively small part of the family's food comes from the freezer...about 3 cubic feet of space per person is a good average.

The cost of the freezer can be estimated on the basis of OPA ceiling prices to consumers. Right now, the average cost of a 15 to 18 cubic foot freezer is about \$30 per cubic foot. Larger freezers are less expensive per cubic foot. Smaller ones cost more. Some farmers are planning to save by building their own freezing and storage units, buying the refrigerating system and materials, and doing most of the carpentry.

### Freezer Opening Unimportant

Whether the freezer has a side or top opening will make little difference in the long run... say the equipment specialists. So far, freezers with top openings cost a little less and have proved slightly more economical in operation. Most users consider the side opening more convenient. Both types are being improved all the time.

Good management of the freezer calls for continued turnover. The greater turnover in the freezer...the lower will be the cost per pound of storage.

It's a good rule -- say the specialists -- to use up one season's crop before the next one is stored.



*They're interested in  
the home freezer, too...*



### RECEIPT FOR RUSTICITY

If you live in a part of the country where forest products are available... some of your listeners may plan to beat the housing shortage by building a log cabin.

Tell 'em they can get some good ideas as well as directions for doing the work in a new bulletin from forest service of the U. S. Department of Agriculture. It's called "Building with Logs."

The bulletin has a section on building plans for two and three bedroom log residences as well as the traditional summer cabin.

The technical information on building with logs will be useful to the person who's having a log cabin or residence built as well as to the one who's doing the actual building. It covers such problems as building the foundation...preparing the logs...hewing shingles by hand...calking...chinking...interior wood finishing.



*So "The Little Log Cabin  
in the Lane"*

### Furniture, Too

There's a section on rustic furniture too. This has directions for making much of the furniture a log house would need...chairs and stools... bed and bunk...chest and buffet...dining table...settee...book rack...and wood hod.

Anyone interested in "Building with Logs" may get a free copy of the bulletin by writing: Forest Service, U. S. Department of Agriculture, Washington 25, D. C. Ask for "Building with Logs."

### NO TIME LIKE THE PRESENT

Even though the war's over, and we've just completed harvest of near-record crops, chances are many urban and city people will have vegetable gardens again in '46. The "Victory" gardens were grown as a patriotic gesture, but the extra food they produced was only one of many benefits. So we can expect a lot of town gardens this year.

It's time for would-be gardeners to decide what to plant...how much...and even draw up the garden plans on paper. Seed and fertilizer should be bought right away. Then too, the garden tools possibly need attention. They probably should be cleaned and sharpened...and oiled against rust. It May be necessary to buy some new ones.

A few reminders are in order right now, for here in the South we begin our gardening early.

# Fresh Food



# Roundup

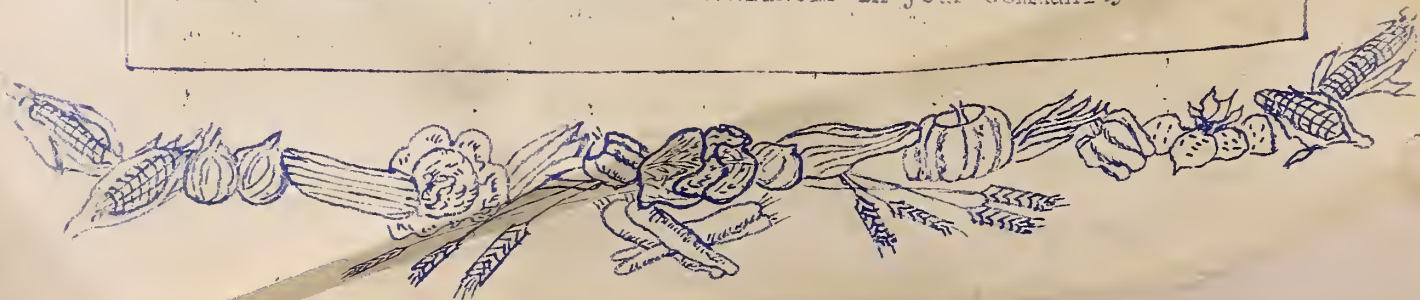
When your listeners go shopping this week, they may not find much variety in fresh fruits and vegetables...but should be able to keep meals from becoming monotonous.

On the vegetable shelf, cabbage...sweet potatoes...turnips...and greens are relatively plentiful, and quality's generally good. Of course, these are best buys from the pocketbook standpoint. A couple of vegetables...lettuce and carrots...which have been scarce on most southern markets, are beginning to show up in much better supply. Quality of lettuce is improving, too.

As for fruits...the accent's on citrus. Oranges, grapefruit, and tangerines grace the bins in all stores. With the return of ceilings, prices should be more favorable now...especially on tangerines.

There'll be scattered supplies of other fruits and vegetables, but better warn your listeners to watch quality and prices.

For more information on the availability of fresh fruits and vegetables, write or telephone to the nearest local market or extension office. These products are available in your community.

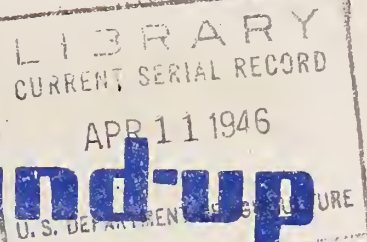




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# Radio Round-up



A weekly service for Directors of  
Women's Radio Programs

January 11, 1946

## SIR JOHN ARRIVES

Sir John Orr has appeared on the Washington scene to take over the leadership of FAO...the international Food and Agriculture Organization. The New Director General made his first formal address before a group in the auditorium of the United States Department of Agriculture.



*FAO Director Comes to  
Washington...*

Will Work Much Like USDA

The new Director General stated that the work of FAO will be much like that of the United States Department of Agriculture in the field of science. He reviewed the development of FAO from the Atlantic Charter to Quebec. FAO, he said, is just new born... it scarcely breathes. As yet, nothing has been accomplished.

Secretary of Agriculture, Clinton P. Anderson, welcomed the new Director. He referred to him as a vigorous worker in the field of agriculture...a man who had done his own farming...a nutrition expert who had just been elected to Parliament.



*FAO No Longer a Dream...  
Sir John says it's Time for Action...*

**U. S. Department of Agriculture**

Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia

The first job is to get a picture of the world food supply and of world food needs...and the same story on Fish and Forest Products. Then FAO must send its missions to the countries that are agriculturally backward.

There are lots of FAO objectives...but the star one is to bring about food on a health standard for all the world, and to lift the people who produce it out of poverty. "I feel very strongly about this health question," said Sir John, "because the welfare of the people should be the aim of all government organizations." By carrying out all the objectives, he believes that we will solve many of the social and economic difficulties that have baffled us for years.

### "IT'S IN THE DRINK"

In the December 29 issue of ROUND-UP, we explained that butter is short because people are getting their butterfat in the form of other dairy products. You might be interested to know that sales of coffee cream, whipping cream, ice cream...and even fluid milk itself...have particularly gained in momentum since the war ended. Heavy use of these dairy products is due to the removal of sales restrictions and to continued high purchasing power. And since all these products compete with butter for milk supplies, they cut down chances for improving the butter situation.



#### Estimated Percentage Increases

*We're using more  
cream and ice cream,  
too... as well as fluid milk...*

While complete figures are not yet available, the U. S. Department of Agriculture estimates that in the last four months of 1945, milk consumed as coffee cream increased five to 10 percent compared with the same period in 1944. Since the ban on retail sales of whipping cream was removed last September, whipping cream has accounted for an additional 35 to 40 percent gain in cream sales. Milk going into ice cream during the last four months of 1945 increased 30 to 40 percent over the corresponding period of 1944.

There are also other competitors for the available supply of butterfat. Industrial users...such as manufacturers of candy, bakery mixes and soups... have contributed to the short butter situation. And at present these users are paying higher prices for cream than can be obtained from the manufacture of butter.

#### SWEET POTATO SPECIAL

Market demands for sweet potatoes have been exceeding supplies, and prices for good quality "sweets" are holding at ceiling. Carlot shipments, in fact, are running ahead of last year by about



*"Sweets" coming out of storage now.*



10 percent, though production was less. This means that storage supplies which normally last through May might be exhausted earlier than usual.

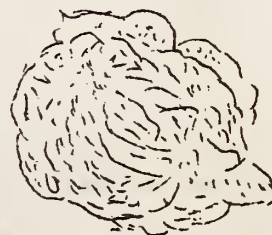
Harvesting of sweet potatoes was completed in November, and all supplies are now coming from storage. Since the first of December all sweet potatoes you buy are cured. That is, they have been held at high enough temperature and high humidity to seal any skin breaks. This curing process...which does not affect eating qualities of the potatoes...does prevent mold spores from entering, and thus reduces loss through decay in storage.

#### HEADLINERS



Supplies of cabbage are ample if you're casting about for a vegetable note at dinner. Storage stocks of fall cabbage are pretty well depleted, but the new crop is beginning to move to market. Texas and Florida are shipping almost three-quarters of the new cabbage now available.

Remember that Vitamin C is the proud boast of cabbage. Raw cabbage is a top class Vitamin C food, along with citrus fruits and tomatoes. One cup of raw cabbage furnishes nearly half of the day's needs of this vitamin. Cabbage also adds to the day's supply of B Vitamins...and calcium for the mineral score. The greener outside leaves, especially of new cabbage, offer Vitamin A.



#### Cook Quickly

Stress the point that air, water and heat rob cabbage of Vitamin C. So fresh cabbage should be served promptly. As for cooked dishes, the job should be done quickly. Five to 10 minutes of boiling does the trick for shredded cabbage. And 10 to 15 minutes is adequate for quartered cabbage.

#### FISH CAKES HOT

According to U. S. Department of Agriculture reports, stocks of frozen cod fillets are at an all-time high in most of the nation's fish markets. Possible exceptions might be markets in West Coast and South Central States.

These fillets are not to be mistaken with the old-fashioned salted variety of cod. The salted fish is available, of course, but the fillets are frozen fresh cod, and the white flaky meat can be used in most recipes calling for fresh or frozen fish.



*He comes frozen, too.*

### Recipe Varieties

You might like to suggest cod fillets in a chowder, in a creamed dish, baked with vegetables or creold style. And here's a quickie preparation idea. Mix cooked flaked codfish with mashed potatoes. The proportions are one cup of fish to one or two cups of mashed potatoes. Shape the mixture into patties, roll them in flour and saute until a golden brown. These cakes may be served plain or with tomato sauce.



### I. Q. FOR THOSE WHO SEW

In home sewing, the gal with a high "job management I. Q." has the equipment she needs to do the work well and she has it arranged conveniently. You can help the home seamstresses in your listening audience find their "job management I.Q." by telling them about a score card worked out by Julia Brekke, North Dakota Extension Specialist in Clothing. In Miss Brekke's rating, the home seamstress may score as high as 150 points. Here's how they're awarded.

Five points each for a sewing machine that's (1) in good working order; (2) oiled regularly; and (3) placed for good lighting.

Ten points if the home seamstress has a good place for cutting. Ten points if she has a cabinet to store small equipment in. Five points if she has only a small box for this equipment. Ten points for good pin-cushions filled with sharp-pointed, rust-proof pins and with correctly-sized needles. Five points each for large shears and pinking shears.

### Dress Form Worth 10 Points

A well-made tape measure counts five points. A skirt-marker is good for three points...and a yardstick for two points. The home seamstress who has a chest of drawers for storing sewing materials...fabrics and bindings...can add 10 points to her score. She gets another five points if she files her patterns in a box where she can find them easily. A dress form is worth another 10 points. And she can put another 10 points on her score if she has a full-length mirror in the sewing center.

A clothes closet and hangers near the sewing center count for 25 points. The iron, ironing board and other equipment...conveniently near the work center...run the score up another 20 points. Equipment for ironing should include a sleeve board, a spray or pan for water, a pressing cloth, and a pad for pressing shoulders of the garment...picturesquely called a tailor's ham.

#### FRESH FOOD REPORT

The note on fresh fruits and vegetables this week is definitely pessimistic...on vegetables especially. With the exception of Irish and sweet potatoes and cabbage...they seem to be scarce...of generally poor quality...and high priced. There's a moderate supply of good cabbage with prices reasonable, and plenty of potatoes...both kinds. Most Southern markets have moderate supplies of tomatoes, too, but prices are creeping upward...due to high prices at shipping points.

Snap beans are scarce...there are a few egg plant, but the price is high...greens and turnips can be found usually...cauliflower's a little more plentiful than it has been...cucumbers are very high...and yellow squash also hits the list of higher prices.

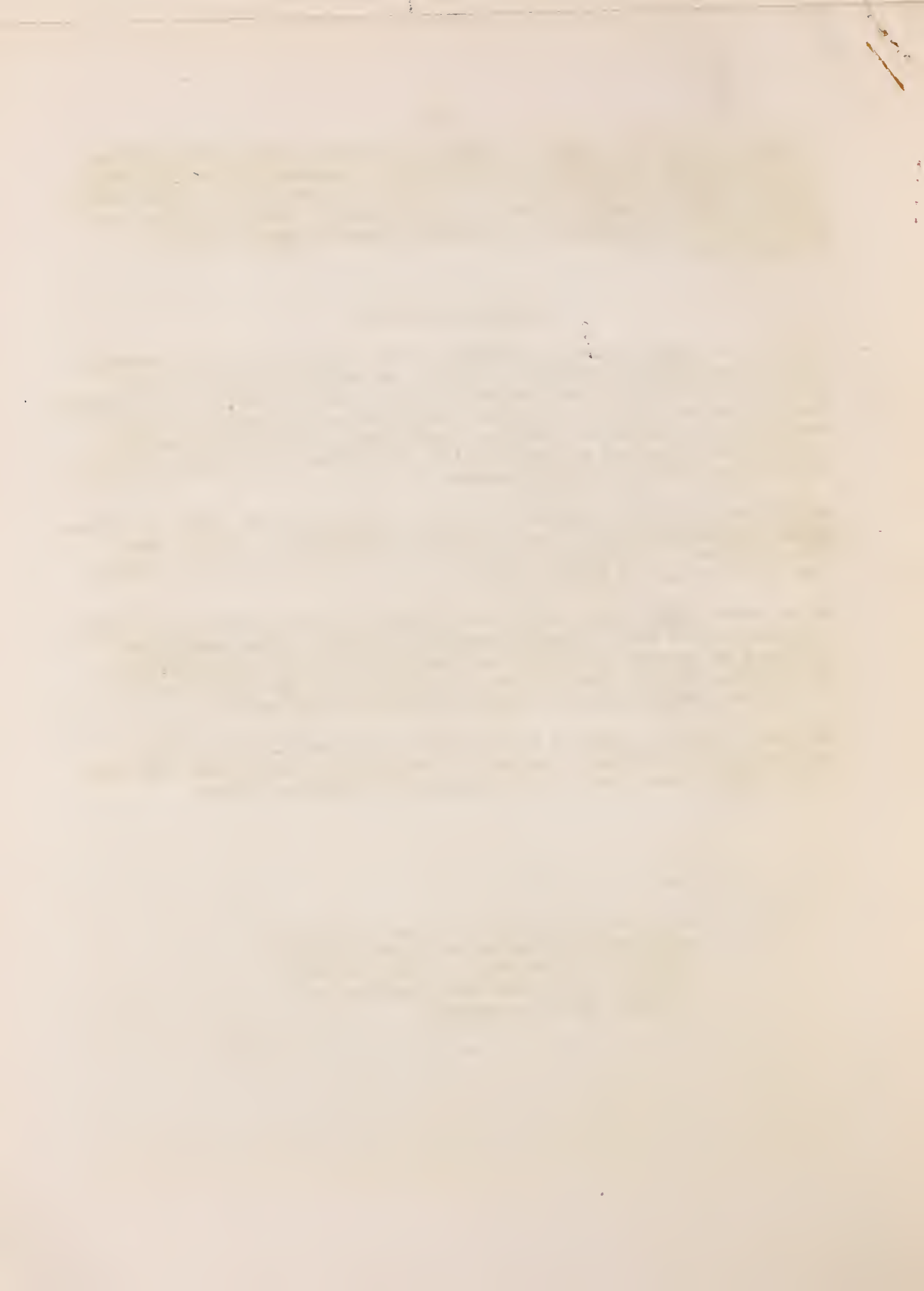
On the other hand, citrus fruits are plentiful...and selling under ceiling, although still a little high for this time of year. Rainy weather has been hard on oranges, grapefruit and tangerines, and is causing quite a bit of rot. However, your listeners will find good quality citrus at the stores. Encouragement to "buy more citrus" is in order.

Eggs took a drop in price at retail outlets last week...due to OPA's seasonal ceiling decline. Current egg production is coming more and more in line with demand, too, which means quality should be better.

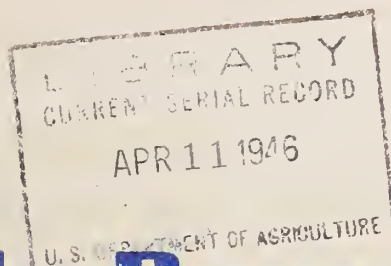
\* \* \* \* \*

\* The Fresh Food Roundup is based on general \*  
supplies and movements of fruits and vege- \*  
\* tables. It's advisable to check on local \*  
markets to make sure these products are \*  
\* available in your community. \*

\* \* \* \* \*







# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

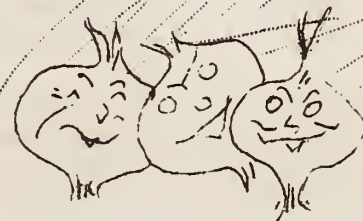
January 18, 1946

## WHO HAS THE ONION?

A dash of onions...with the accent on "dash"...is the current order if you're using this popular vegetable for seasoning. Many of the nation's grocery stores have few or no onions to offer.

### Seasonal Low

One reason for this is that we're at the seasonal low time for onion shipments. We're drawing on storage stocks from the crop harvested last fall, and there'll be no additional supplies until new onions start moving to market from Texas the latter part of March.



*Exclusive Creatures these days*

The onion crop was only a little above average last fall...certainly not in the record-breaking 1944 class. Still, shipments moving from storage have been about the same as last year. But there was a limit to our storage stocks, and it seems that weather conditions of the northern producing areas affected a quantity of the onions ready for storage. This resulted in winter decay in storage and some of the supply has been reduced.

### No Relief Expected Until March

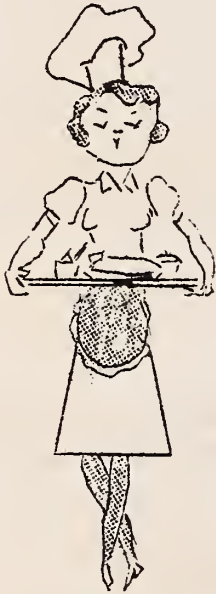
At present, the strong consumer demand...coupled with army requirements for camps and hospitals...has complicated the retail supply picture. There just won't be any great relief until that Texas onion crop starts going to market.

## U. S. Department of Agriculture

Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia

## ON THE BEAM WITH BREAKFAST

Have you said anything lately about the importance of a good breakfast? This meal was strongly stressed during wartime, when so many Americans were working in war plants...or on harder-than-usual jobs... and needed every bit of the energy that comes from well-planned meals. Many people who never gave a thought to good nutrition before have become very conscious of it in recent years, and this interest should not be allowed to diminish.



### 1000 Calories Used Overnight

Not everyone realizes that there are usually at least 12 hours between supper and breakfast. And, of course, energy is required even for sleep. The average worker uses 500 calories of energy while sleeping, and another 500 calories in the waking hours between supper and breakfast. This means 1,000 calories, or about one-third of the daily requirements, and certainly indicates that a good breakfast is necessary to refuel the body. Analysis of accidents in industrial plants has shown that the greatest number happen between 11 a.m. and noon...and that in the majority of cases, little or no breakfast had been eaten by the workers who had the accidents. Checks have been made on the efficiency of office workers too, and have shown that an inadequate breakfast leads to less efficiency, greater nervousness and fatigue.

Incidentally, among the foods listed as in plentiful supply throughout the greater part of the United States during February are oatmeal, eggs, canned citrus juices and fresh citrus fruits. You'll note that these add up to a good breakfast, and a mighty good way to start the day.

## FAT CHANCES

Production of margarine, lard, shortening, mayonnaise, salad dressings and other edible fats and oils is expected to be higher this year than last. But even while civilians will have more of these products in 1946, they'll still be limited to a use about 90 percent of the pre-war level.

### Less Than First Quarter Last Year

The civilian allocation of edible fats and oils for the January-March quarter...excluding butter...is a billion, 47½ million pounds. This is only slightly more than the supply we had the last three months of 1945, and less than we had the first three months last year. The output of edible fats and oils is usually higher the first part of the year. Normally this is a peak period for hog marketing, and the harvest of vegetable oil crops is completed, so we might expect a large allocation at this time. However, since stocks of lard and other fats and oils at the beginning of 1946 are considerably lower than those of a year ago, there's a need to begin rebuilding reserves.



As you know we had to rely chiefly on domestic production rather than imports last year. Exportable supplies in other countries were needed to fill emergency requirements of liberated areas."

#### Exports Increase



Slightly more fats and oils are being made available for foreign shipments these first three months of 1946 than in the final quarter of last year. The increase in our foreign shipments is possible at this time because of the improvement in production and the smaller military requirements. For 1946 as a whole, it's estimated that the amount of fats and oils to be supplied by the United States...plus other imports and amounts available internally...will provide Western European countries with considerably less than 80 percent of their pre-war consumption. Countries supplied by UNRRA will probably receive a smaller percentage than the Western European countries.

Our allocations for commercial export are also greater than in the fourth quarter of 1945. This represents a step in the direction of return to normal trade channels.

#### Same Size Containers

Though cooking fats and oils are no longer on the ration list, manufacturers are carrying on a rationing system of their own to maintain a fair distribution across the country. And manufacturers are required to pack their products in the same size containers they used in 1944 and 1945. This action was taken by the U. S. Department of Agriculture so that each of the needed sizes of packages would be available in the proper proportions, and so that there would be about the same distribution among institutional, household and industrial users as during rationing.

#### WITHIN THE CITRUS SPHERE

There's good news from the citrus front...a record large crop is rolling to market. This is mostly due to the 21 percent increase in grapefruit production over the 1944-45 crop. Early and midseason orange production is expected to be slightly larger than last winter's. This bumper crop of citrus fruit is especially welcome now because of the short supplies of other fruits. Furthermore, citrus rates high for its own inherent deliciousness and the wealth of Vitamin C it contains. And since sugar is still tightly rationed, oranges and tangerines deserve a citation for the help they offer in the "something sweet" line.

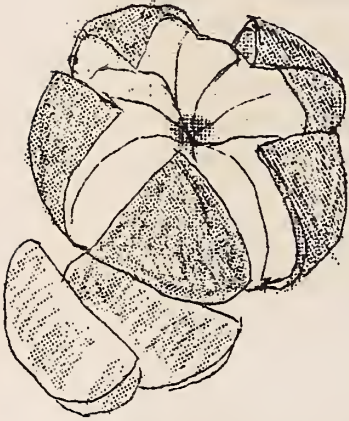


Most people know that orange juice is a high-powered drink because of its Vitamin C content. Nutritionists of the U. S. Department of Agriculture say, however, that many do not realize that all the familiar citrus fruits

are bountiful sources of this vitamin. A half glass (four ounces) of orange or grapefruit juice will go far toward supplying a day's needs of Vitamin C. This is true, too, of half a grapefruit...a whole orange...or a couple of tangerines or lemons. Remember this, though...the pulp as well as the juice contains Vitamin C. So there's vitamin thrift in serving citrus juice unstrained, and even higher vitamin economy in eating citrus fruit out of the hand, so to speak, or simply halved or sectioned.

#### Prepare Near Serving Time

Heat and air are enemies of Vitamin C, and the homemaker should take special care to keep them under control. For this reason, nutritionists advise cutting or slicing citrus fruit as near as possible to serving time. And here's good news for the busy homemaker who finds it a time-saver to squeeze the citrus juice for breakfast the night before. It will lose very little of the valuable Vitamin C, even if stored for as long as 24 hours, provided it's kept cold and covered. And it's still better if there's very little air space between the juice and the container top, so the container should be chosen according to the amount of juice to be stored.



#### Make Good Desserts

Oranges and tangerines have wonderful dessert possibilities, too. Home economists of USDA suggest, for example: in making an orange gelatine dessert, if orange sections are used in addition to the orange juice, the sugar content may be reduced a third, or even a half. And here's a sweet salad everybody will like...orange bits or slices mixed with slaw, or combined with grated carrot. This is another way of providing the touch of sweetness and still saving the sugar.

#### HAPPY NEW YEAR CROP REPORT

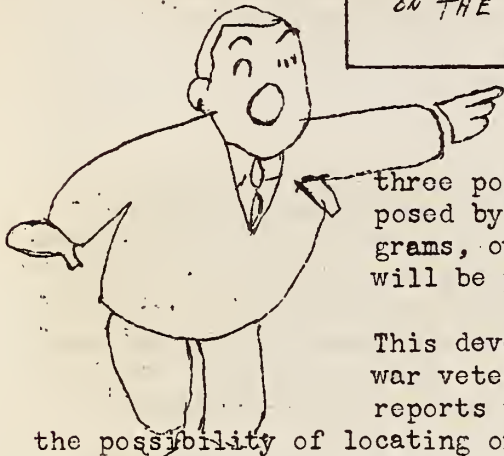
The first crop report of the year, issued by the USDA's Bureau of Agricultural Economics, is most encouraging...in view of the world-wide demand for food and more food. It's expected farmers will make every effort to maintain the relatively high production of the past four seasons. Furthermore, they'll have several advantages in 1946...a better supply of labor, more machinery, more fertilizer, and an adequate seed supply. As of January 1st...except for the Great Plains Area...weather conditions seem likely to be favorable in most portions of the country.

Undoubtedly, a relatively large proportion of the land available for crops will be used in 1946, especially if the spring planting season is favorable. The domestic and world demands for food and fiber...plus the expected good prices...make it likely that American farmers will utilize practically every acre of productive land.



## MORE LIGHT ON THE FARM

The lights go on again in cities all over the world, and they'll soon be shining brighter in farm homes, too. According to a recent report, the



MORE ELECTRICITY  
ON THE FARM

Rural Electrification Administration is entering on the greatest period of activity in its history. It's expected the line-building

plans of REA borrowers will bring electric service to nearly a million and half American farms and rural homes during the first three post-war years. Under the 5-year program proposed by USDA's Interbureau Committee on Postwar Programs, over three and a half million rural consumers will be provided with electric service.

This development is proving of special interest to war veterans, incidentally. Following VE Day, REA reports that a steady stream of inquiries began as to the possibility of locating on farms equipped with electricity. Also, veterans wanted to know about the prospects of getting jobs with REA borrowers, of selling or servicing electrical appliances in rural communities.

### Interest on Loans Down

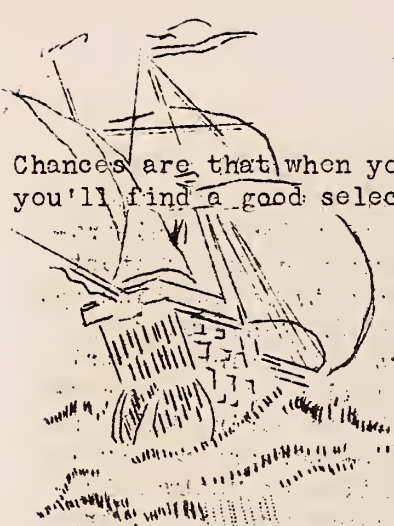
During the past fiscal year, Congress reduced the interest rate on rural electrification loans to 2%. The amortization period was lengthened from 25 to 35 years. This will help to make electric power available to all potential users, in REA territories, especially those in isolated sections where the per capita cost in serving them may be greater. Even with the wartime restrictions and shortages of material and manpower, electricity has contributed heavily to farm production during this year. It's good news that this contribution will become much greater in the near future.

## A LA RICE

There's about the same amount of rice allocated for civilian use the first three months of 1946 as was allocated in the same period last year. Civilians will be getting about a third of the supply available for distribution this quarter of the year. The remaining supplies have been allocated to U. S. territories, Cuba, to our military services, regular export customers, and the Far East.

As you may know, rice is now short the world over. The major producing and exporting areas are in the Far East, but their supplies are far below normal. While rice production in the United States last year was at a record level, our crop is only one percent of the average world total. Still we're going to help meet, as far as possible, the acute needs of rice-consuming countries.

## THE NEW ENGLAND CATCH



Chances are that when you go the fish counter at the market those days you'll find a good selection of frozen fish. And if you're buying haddock, rosefish, cod, flounder, mackerel or whiting, the product probably came from new England... the source of supply for half the country's fresh and frozen fish.

### Fishing Good in '45

During 1945 the New England fishing industry landed well over a half billion pounds of fishery products at the major ports of the area, breaking all previous records for production. This is

*Fishing boats have changed now...* a remarkable comeback for the industry...as their fleets operated under great difficulties early in the war. Many boats were taken over by the military services. Now most of these boats have been returned or the industry has replaced them with new and more efficient ones.

### Gloucester Leads

For the third successive year, Gloucester took the lead among New England ports for total number of pounds landed. This port was the center of New England fisheries from early days until about 1907...when Boston took the lead. Gloucester regained its prominence with the recent growth of the rosefish industry. Boston is now in second place with New Bedford and Provincetown ranking third and fourth.

### Fish In Storage

Cold storage holdings of domestically produced fish on January 1, 1946 was approximately 140 million pounds...an all time high for this season of the year. Fish normally go into storage during the period May through November. Withdrawals are heaviest from December through April...when fishing conditions are unfavorable. Most of the country draws its supplies during the winter months from the big fish cold storage plants in New England, Pacific Coast, Middle Atlantic, Gulf, and Great Lakes producing centers.



## COLD FACTS

Wintertime brings many problems to many people...and to those who store and transport fresh fruits and vegetables, cold weather is often a formidable enemy. Old man winter forces them to take many extra precautions, such as shipping in cars with heater service, placing paper, straw or hay around the inside walls of trucks, plus tarpaulins over the top...and so on. Furthermore, it requires extra careful handling of produce that's been damaged by cold, to prevent deep bruising.

USDA's Agricultural Research Administration has made careful studies of this problem, and has published a booklet of helpful suggestions regarding methods of avoiding loss from freezing to as great an extent as possible. For instance, a temperature of about 40 degrees has been found best for thawing onions, apples, and potatoes that have been frozen, while 60 or 70 degrees favors decay.

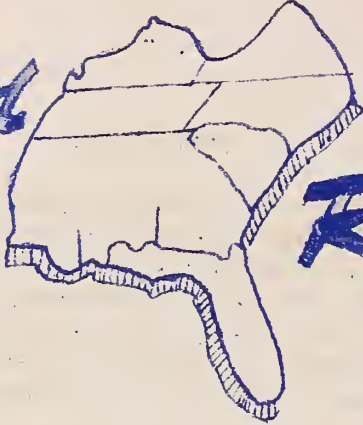
### HINT TO HOMEMAKER

And by the way...the homemaker who keeps a few baskets of fruit or vegetables on the back porch, and comes out some cold morning to find the contents frozen, will do well to remember this particular fact. The results will be far better if she lets them thaw at a moderate temperature, instead of bringing them right into the warm kitchen. Incidentally, certain foods such as apples, cabbage and carrots, can stand temperatures down to about 20 degrees without much damage.

The results of this research by USDA, combined with extra care by shippers of fruit and vegetables, is helping to keep the markets supplied with good food for our dinner tables.



# Fresh Food Roundup

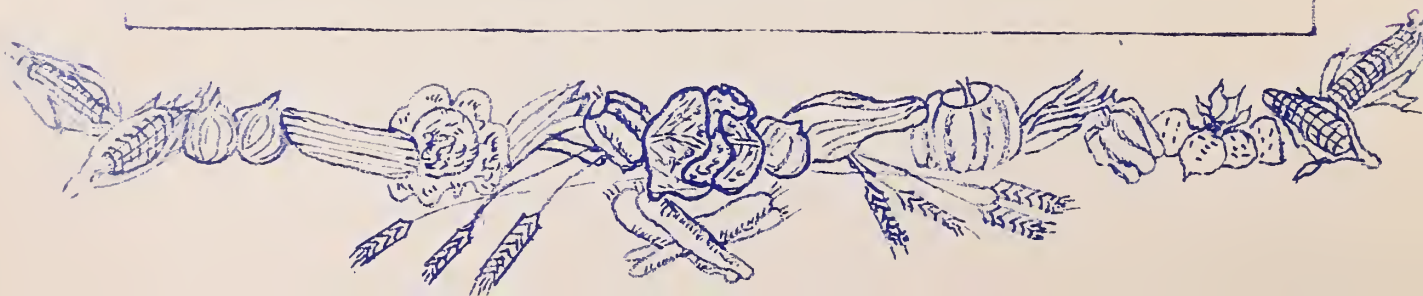


The accent's on celery and cauliflower this week...that is, so far as fresh green vegetables are concerned in the Southeast. For a good buy, you couldn't go wrong suggesting these two to your listeners. It's mid-shipping season on them -- they're rolling out of Florida by the carloads. Not only are celery and cauliflower good buys from the supply and quality angle...they're thrifty buys, too. Of course there's still a fairly good supply of cabbage, and enough lettuce at reasonable prices.

On the other hand, tomato prices are easing up a bit...with heavy demand. Snap beans are gradually becoming more plentiful, but they're a little high. The price is expected to ease downward slightly during the next few days. Potatoes? Plenty of them...both Irish and sweet...with prices running about the same as usual.

On the fruit side of the ledger, there's still citrus. Weather has hurt the tangerine quality, but there's plenty of the fruit to meet demands. The shopper will find plenty of oranges, grapefruit, and lemons...but the opposite's true with apples and strawberries. There are practically no strawberries...a few pineapple now and then...and just odds and ends of apples.

These products are available in your community.



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U. S. DEPARTMENT OF AGRICULTURE

# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

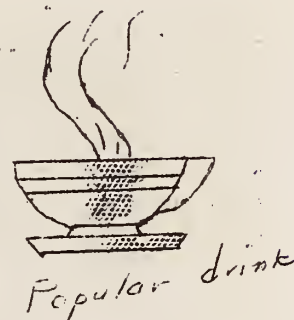
January 25, 1946

## COFFEE TUNE UP

Americans are now drinking more coffee than they did in pre-war years, and are assured continued good supplies of this "morale" beverage. There are substantial stocks in the United States, with additional shipments coming in rapidly under a subsidy program.

### Reserve Stocks Maintained

Last November, the nation's stocks of green coffee totaled over 4 million bags. As a million and a half bags are roasted each month, that was barely a three-month supply. Ordinarily this would have been a comfortable margin, but purchases were falling off because prices of coffee in countries where it's grown were higher than our ceiling prices. The subsidy of 3 cents a pound on green coffee was authorized last November 19th by Judge John C. Collet, Economic Stabilizer. It has stimulated purchases and allowed us to maintain our reserve stocks...and yet not raise prices to consumers.



Under the subsidy program, over 4 million bags of coffee have been purchased from 14 producing countries in the Caribbean, Central and South American and other sources. All told, 6 million bags...each weighing 132 pounds...will come in by March 31 under subsidy payment.

### More Coffee Used

Use of coffee has been rising steadily in the past decade...from about 12 pounds per person in 1932, to 15½ pounds in 1941. After the United States entered the war, shipping space was limited. So in 1942 and '43 civilians

## U. S. Department of Agriculture

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were restricted to about 13 pounds per capita for each of these years. In 1944 and '45 when stocks were more favorable, purchases went up to an average of 16 pounds per person.

### EGG CHECK

With spring on the way, egg supplies are increasing rapidly. In November and early December, most laying hens took their annual vacation. But since the first of the year they've been getting back on the job... with resultant improvement of supplies at the grocery store. And you'll continue to see more and more eggs from now on until the peak of the season in April.



In line with greater supplies, ceiling prices have been declining seasonally. The drop started about mid-December and will continue at an average rate of 1 cent per dozen each week on top grade eggs until early March. From that date until the first of June, there will be no further change in official ceilings.

However, if supplies are large enough at any time in the flush season, eggs might sell below listed ceiling prices.

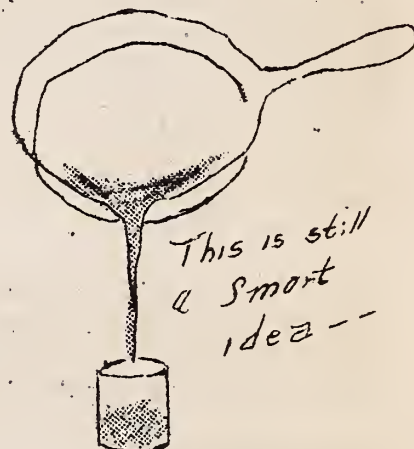
### TWO-WAY BENEFIT

Here's an idea some of you broadcasters might like to pass along to your women listeners...or you might perhaps initiate the action yourselves, in some women's club of which you're a member.

As you know, the need for salvaged fat is still urgent, but there's no longer the incentive of red points in exchange for the fat turned in to butchers. That 4¢ a pound can amount to quite a lot of money, however, and this money can be used for some worthwhile project, or a favorite charity...there's always a way to use money,

In connection with this, incidentally, a very successful fat salvage collection campaign is being conducted all this month in Albuquerque, New Mexico, by the Boy Scouts. It's sponsored by the Junior Chamber of Commerce, and the money is to be turned over to the New Mexico Boys'

Ranch, so that young New Mexicans themselves will benefit from it. Albuquerque happens to be the home town of Secretary of Agriculture Anderson, and while he was there recently, he expressed his appreciation of this campaign. He stressed the fact that it may be many months before adequate supplies of fats and oils can be obtained for all uses, and said it is very important to keep on saving and turning in used fats.

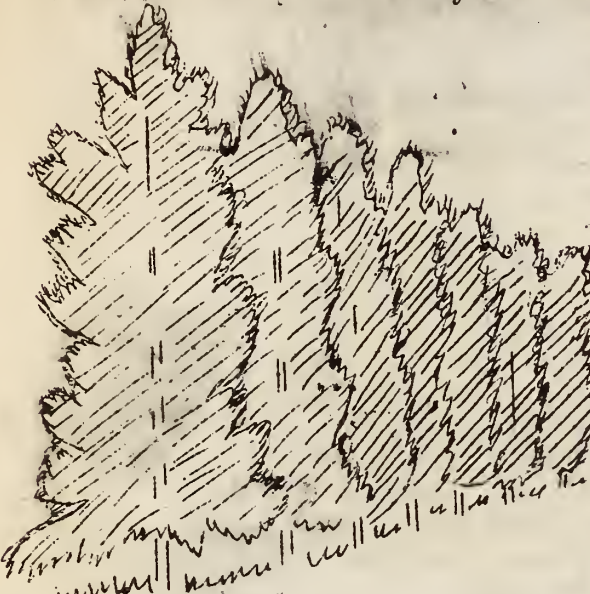


A campaign of this kind would furnish any organization with an opportunity to accomplish something worth-while with a double-barrelled purpose.



TIM...BER...R...R...R!

The United States is going to need almost as much lumber during the next ten years as was used during the war. Furthermore, it's necessary to restore the productivity of our depleted forests and run-down ranges, and to develop more fully other forest resources. In doing all this, it appears that around two and one half million new and permanent jobs can be created. This information comes from Lyle F. Watts, Chief of the Federal Forest Service, and is in his latest report to Secretary of Agriculture Anderson. This need for lumber goes right along with a statement that wartime timber cutting...and losses by fire, insects and disease...were about 50 percent greater than the annual timber growth. Then too, wood requirements for pulp and paper are expected to be greater than the pre-war demand...and imports much smaller.



#### Jobs Varied And Many

It's very likely that few people realize the wide variety of permanent jobs connected with forestry. Here are some of them: cutting and hauling timber, caring for new forests, collecting the gum of turpentine trees, manning lookout towers, maintaining roads, trails or recreational facilities, and tending cattle on the range. Then there are the processing jobs, in sawmills, chemical works, turpentine stills, pulp and paper mills, box and furniture factories. Finally, there's the transportation and distribution of forest and range products, and the serving of hunters, fishermen, and other outdoor recreation seekers.

#### Forestry Program Suggested

During the war, of course, long-term objectives had to be secondary to war production and military use of forest products. Now, however, Mr. Watts says the time has come to gear our program to the needs of an expanded peacetime economy. He warns against destructive cutting practices and suggests a forestry program which would include the following:

- (1) Nation-wide regulation of timber-cutting and related forest practices, as assurance that the nation's forests shall be kept reasonably productive.
- (2) Public ownership of millions of acres which private owners find unprofitable to hold, or on which watershed, recreation or other public interests outweigh the interest of a single owner.
- (3) Increased government assistance to private forest owners.

Three million 750 thousand persons are now working at jobs provided directly or indirectly by our forests. Stepping this figure up another two and a half million...to make an ultimate total of over six million jobs...certainly means a tremendous step toward the goal of full employment in the United States.

## A BLOOMING GRAPEFRUIT STORY

Grapefruit from Texas and Florida are enjoying their annual popularity as a winter fruit, and prices are reasonable. There's an unusual note in the supply though. While the total crop's estimated to be about 20 percent larger than last year, shipments are running the same as last year.

Old man weather is the trickster as far as Florida supplies are concerned. It seems that normally there's only one early bloom for grapefruit trees. This bloom, responsible for most of the grapefruit crop, usually occurs in February. Then the first fruit is ready for picking early in September. With the exception of the very early varieties, the fruit can stay on the trees until picking is completed... well, through June. This past February, the hurricane and following drought in Florida played havoc with the blooming period. Instead of one bloom last year, there were as many as five...occurring anywhere from February to July.

The weather played further tricks. Normally the period from December to April is the dry season in Florida. But this season, continuous rains have delayed the maturing of grapefruit...further slowing down shipments. The one good feature of this weather story is that we can expect to see grapefruit on the market longer. While Florida and Texas crops would ordinarily be pretty well marketed by June, this year we'll have supplies of Florida grapefruit until July.

## WHEN WOOD WENT TO WAR

Here's some information from USDA'S Bureau of Agricultural Economics about substitutes for wood developed during the war for packaging and shipping food.

Wood, with its strength and its relative resistance to changes in temperature and moisture, has long been of great value for boxes and crates used as shipping containers. However, during the war, corrugated and solid fibre shipping containers supplemented the scarce wooden boxes, and it's believed likely the use of these will continue. Fibreboard is light, but sufficiently rigid to withstand the rigors of domestic shipment. As for overseas shipment, a new fibreboard called V-Board was developed. This is water-resistant, and has been used throughout the war for shipments of food to every part of the world. The water-resistant qualities of V-Board are expected to make it specially valuable for crating fresh fruits and vegetables.



### Shipping Containers Change

In shipping citrus fruits from Florida and Texas, the wire-bound bushel box is beginning to take the place of the nailed box. California still uses the nailed box but since it appears likely that lumber for these boxes may become scarce in that state, a change is likely. Mesh bags or other smaller containers are expected to become widely used for citrus fruits, in all three states. The wooden apple box is also suffering from the shortage of suitable timber, and several new types have been developed...

fiber boxes and cartons, a fiberboard basket, also a pressed steel box which can be knocked down and shipped flat, to be used over again. Then too, new designs in apple boxes, using less lumber have been developed.



### Fiberboard Egg Cases

These have been widely re-used throughout the war, and trials have been made of about ten types of fiberboard cases, which are still under consideration.

These are only a few of the developments of the past few years in food packages and containers. New kinds of materials and new types of containers will be affected also by changes in transportation. It's likely too, that the development of more efficient packaging materials will bring a tendency to pack a larger proportion of food at or near the place where it's grown or processed. Improvement in quality and economy in handling will doubtless be the result...all of which is favorable to Mrs. Housewife, who does the marketing and balance the budget.

### POTATO INNINGS

Plenty of potatoes for daily meals is assured after a look into the nation's storage bins. If your markets are not well supplied, it's only because growers and distributors can't get enough refrigerator cars to move their storage holdings. According to the latest check by the U. S. Department of Agriculture, there are over 119 million bushels of Irish potatoes in cold storage. This is 15 percent over holdings last year.

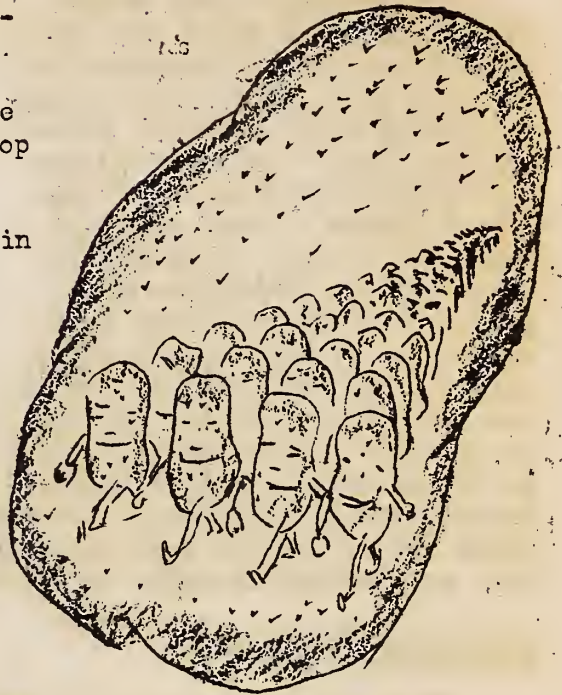
### May Have Potato Surplus

It's hoped that a good part of these stocks can be moved before the new crop of potatoes comes on in volume.



Already Texas and Florida are shipping their early varieties, and the supply will be increasing as the weeks go by. In fact, it looks now as though the new crop is going to be very plentiful. Indications from the farm front point to an acreage of early crop potatoes 13 percent larger than that recommended by the U. S. Department of Agriculture. What's more, the greatest gain in plantings will be in the high yield areas of the country. So by April we may possibly have a potato surplus.

Right now, storage potatoes have the lead in the market. The heaviest movement of these potatoes comes during the winter months. By May 10th, old and new potato shipments are just about equal. From then on, shipments of storage potatoes really wane, and by June only the new crop is available.



#### POULTRY ON ICE

There's more poultry in storage at present than ever before in our history. Turkeys and stewing hens are the most plentiful items. There are also good supplies of fryers from specialized production areas. All these will be especially plentiful in the larger cities where there are cold storage facilities.

#### Some Sold Cut-Up



Many turkeys now in storage are big birds...weighing 20 or more pounds. This size is larger than the average family prefers, but new schemes of merchandising have been developed so that homemakers can use these big turkeys. Some markets are cutting the birds in half. Your butcher can explain the preparation steps if you're wondering how to stuff and cook a turkey half. Some markets are also selling cut-up turkey. In this case, you can buy exactly the pieces you prefer. (Note to broadcaster: Whether markets in your city sell cut selections might depend on local ordinance, so check on availability of supplies before recommending this plan.)

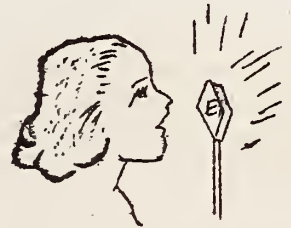
## Year Round Food

These bountiful stocks mean we can extend our turkey buying period. In past years, the family trade for turkey was pretty well over by New Year's day, with hotels and institutions usually being the only buyers in the market the year round. But, as consumers discovered during war-time, red meat shortages, turkey is more than just a holiday feast.

Along this same line of supply reasoning, chickens can become more than a Sunday dish. Nor should the preparation note be limited to fried chicken. Those stewing hens are ideal for soups, fricasseed, in pies, with dumplings, or a-la-king.

### EXTENSION BY RADIO

A very good word was said for radio recently, by M. L. Wilson, Director of Extension Work, USDA, in hearings before the Federal Communications Commission. You broadcasters whose programs go into rural areas will be particularly interested in some of Mr. Wilson's comments.

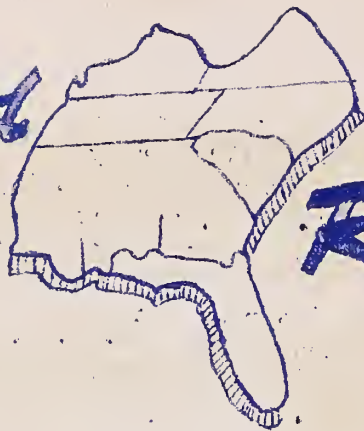


Director Wilson Says: Here's one direct quotation: "Radio in this age of communication, has come to be one of the great means by which farmers must get the mass of scientific information they need, and get it in groups as speedily and efficiently as they must have it. It is potentially an even greater means. Certainly the farmer needs and wants radio for music, entertainment, and for general enlightenment, just as any other citizen does. But even more important, he needs it also as a part of his everyday business of farming. Farm people need radio, not only for market and weather reports and the like, but for reports on experimental results and recommendations on every one of the thousands of topics, or angles, or segments of scientific farming and farm living with which farm people are concerned."

Mr. Wilson went on to give the results of a radio survey made among farm people last year in one North Dakota county. This survey concerned a five-minute Daily farm radio program which had been on the air over a certain station for five years, at 1:00 PM. The results showed that every time the extension agents went on the air, at least one-third of all the farm families in the county listened...ninety-four percent of the farmers and eighty-one percent of the farm homemakers in the county had heard the program...and about five percent of the farm families in the county carried out one or more of the recommendations made on each broadcast. There is certainly no question but that radio is a major means of getting valuable information to farm audiences.



# Fresh Food



# Roundup

The housewife should find her search for good fresh vegetables a little less tiring than during the past few weeks. Supplies of new Irish potatoes, cabbage, rutabagas and celery...being shipped from Florida.... have picked up considerably.

They're good quality, and the price is reasonable. Most stores have enough greens and turnips to meet demand, too...and snap beans are in fair supply.

On the other hand, tomatoes are high priced and scarce. That's because of the large territory to be supplied and the heavy demand. Lettuce is at ceiling, with the supply dropping off a little. The same is true of cauliflower, but the price is still reasonable. There's a fair supply of carrots in the stores...but squash, peppers, and egg plant are on the light supply ledger. Oh, yes...there are sweet potatoes...plentiful enough...but the prices are about the same as usual.

As for fruit...citrus of all kinds is plentiful and reasonably priced...considering how prices run these days. Good apples are very scarce and at ceiling.

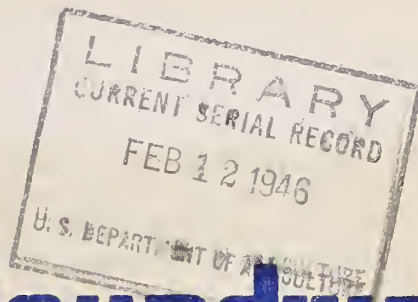
Florida is shipping a few strawberries, but they are going mostly to points in the North and East.

These products are available in your community.





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2 issue



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

January 31, 1946

## READY WITH RUTIN

Another new drug, with great healing value, is on its way into the medical world... from a Regional Research Laboratory of the U. S. Department of Agriculture. This new drug is Rutin, and the Eastern Regional Research Laboratory at Wyndmoor, Pennsylvania, has been carrying on the search for a plant yielding rutin for the

past two years. Enough to meet present medical needs will be available this year, USDA announces. The Medical School of the University Of Pennsylvania reports that rutin is effective in the treatment of conditions arising from high blood pressure associated with fragile and weakened capillaries. As you may know, when weakened blood vessels burst, small hemorrhages result which, in the case of the eye or brain, may result in blindness or apoplexy. Research also has indicated that rutin could serve the circulatory system in much the same way as Vitamin C does in assisting the growth and hardness of teeth and bones.



*Good For His High Blood Pressure*

## Buckwheat Good Source

It has been discovered that the green buckwheat plant is an economical source of rutin.

Incidentally, tobacco leaves also contain rutin, but buckwheat contains 8 to 20 times as much, and costs only a fraction as much. Because of its higher yield and lower cost, it's estimated that \$10 worth of buckwheat will produce as much rutin as \$1,000 worth of tobacco. The substance from which rutin is made is found mainly in the leaves and blossoms of the plant.

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The crop is harvested five weeks after the seed has sprouted, and producers supplying the plant for rutin could grow more than one crop a year. Dr. Percy A. Wells, Director of the Eastern Research Laboratory, estimates that 50,000 acres of buckwheat plantings will be required yearly to supply the drug. He says the medicinal and nutritional requirements in the United States supplied by rutin will make 1,300,000 pounds necessary annually.

This Laboratory, incidentally, is one of those to which Secretary of Agriculture, Clinton Anderson paid special tribute recently. The occasion was the 1946 Goals Adjustment Conference at Harrisburg, Pennsylvania, and the Secretary's talk was given at the George Washington Carver Dinner. He expressed appreciation of the fine work the Regional Research Laboratories are doing in reaching into the unknown for new knowledge useful to agriculture and industry. He said further that these laboratories have produced outstanding results in the past few years, particularly during wartime, solving many problems for the military and for war industry. To quote Secretary Anderson's words directly. "While such matters cannot be reduced to dollars and cents...they are beyond that...I am convinced that the work done on penicillin alone, making this life-saving drug available in large quantity, has repaid the nation many times for the investment in these laboratories."

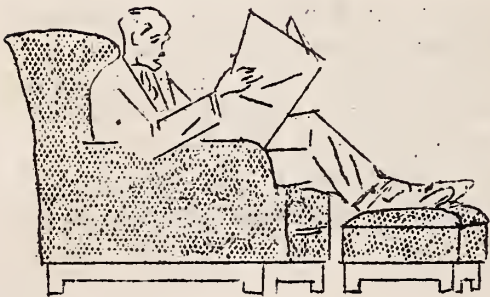
#### THE MEAT NORM

Farmers marketed Livestock in substantial quantities this past week, in comparison with sales during the two strike weeks. In that period, production in federally inspected meat plants was down about 60 per cent. There will be about a week's lag before meat processed during the days January 28 to February 2 appears on retail markets. All in all, meat supplies should be normal by mid-February.

#### FURNITURE PREFERENCES OF FARM FAMILIES

Farm families in the market for new upholstered furniture...and there are many of them...have already put in their order for the kind of furniture they would like to find on the market. They want:

(1) Furniture that's well-scaled to the average interior. Many families who buy in medium and lower price ranges find their markets limited to the very bulky type of upholstered furniture that's too large for their living rooms.





(2) Seats and backs shaped and slanted to better fit average body proportions...with some pieces made for the tall or short person.

(3) Furniture that's easily cleaned. They suggest wooden rather than upholstered arms...removable cushions...the use of "treated" fabrics that clean easily.

(4) Sturdy framework and durable inner construction. The homemakers say they prefer good structural design rather than so much applied design. In other words...comfort, sturdiness, and ease of cleaning will count for more than scroll work and elegant trimmings.

Rural consumers listed these preferences in a survey conducted by Extension specialists in home furnishings in 31 states. The specialists passed the suggestions on to the National Association of Furniture Manufacturers and to mail order houses, and at the same time they asked the furniture manufacturers to stress functionally well-designed furniture in advertising and promotional work.

### RE-CHECK ON THE BASIC SEVEN

Have you said anything recently about the Basic Seven? Everybody who was broadcasting or writing about food during the war gave a lot of consideration to the Basic Seven groups of foods, and they shouldn't be neglected now. We may sometimes forget that there are people who don't fully realize their importance. These brand-new homemakers, for instance...the young wives just starting to plan and cook their own meals. There's a constantly increasing number of them. And to many of them, the Basic Seven is likely to be just so much double-talk...until it's explained, of course.

### What The Plant Does

Many large manufacturing and industrial plants are continuing to plan their cafeteria meals to include the Basic Seven...and recently in a certain plant in Southern California, a check was made on the entire daily diet of employees, and done in such an interesting way that much interest was aroused among them in eating according to the Basic Seven. One of USDA's Industrial Feeding Specialists, working in cooperation with the Los Angeles County Health Department, developed a diet rating chart. This chart contained space for each employee to fill in a sample day's menus...including snacks...to be submitted to the specialist for analysis. She rated and returned it to the employee, enclosing with it an outline of the Basic Seven and information on the specific value of each food group. An occasional review of types of food that make up the Basic Seven and an explanation of their importance in the daily diet really is a good idea. Even the experienced meal-planner may well be in need of a refresher course. The nutrition-consciousness that was aroused during the war years shouldn't be allowed to die for lack of an occasional shot in the arm. Perhaps the following condensed version of the chart used by this California concern will give you an idea for presenting a brief Basic Seven review to your listeners.





## The Seven Groups

GROUP I - Green and yellow vegetables - outstandingly rich in Vitamin A, especially the dark, leafy ones. Vitamin A helps prevent night blindness, promotes normal resistance to colds, sore throat and pneumonia. Two servings, excellent; 1 serving, good; none, poor.

GROUP II - Oranges, grapefruit, tomatoes, or raw cabbage, salad greens - generous amounts of Vitamin C are in citrus fruits and tomatoes, fresh or canned. This helps maintain health of entire body, muscles, bones, teeth, blood vessels. Two servings, excellent; one serving, good; none, poor.

GROUP III - Potatoes and other vegetables and fruits provide variety of minerals and vitamins for good, all-round nutrition; also bulk for good digestion. Two servings excellent; one serving, good; none, poor.



GROUP IV - Milk and milk products - provide calcium and riboflavin (vitamin B2) in diet; calcium builds bones and teeth; riboflavin helps maintain muscles. More than one pint milk or equivalent, excellent; one pint milk or equivalent, good; less, poor.



GROUP V - Meat, poultry, fish, eggs, dried beans or peas, nuts, peanut butter. Excellent protein to keep muscles tuned up; they also furnish many of the B Vitamin complex

needed for steady nerves. Two servings, excellent; one serving, good; none, poor.

GROUP VI - Bread, flour, and cereals, natural, whole grain, enriched or restored - gives valuable food energy; help to give the "pep" needed for daily activity. One serving at each meal, excellent; one serving twice daily, good; one serving daily, poor.

GROUP VII - Butter and fortified margarine, with added Vitamin A - fuel foods, rich in energy; both help prevent that "empty feeling" soon after eating. At each meal, excellent; twice daily, good; once daily, poor.



## PRUNE PORTION

Prunes are the only dried fruit in fair supply across the country right now. The 1945 commercial dried prune production in California, Oregon, and Washington was 35 percent more than the small 1944 crop. Of the total supply, civilians were allocated 120 thousand tons. This share compares with a pre-war annual consumption of about 105 thousand tons.

About half of the supply allocated for civilians moved to market during the months from September to December. This is about the normal proportion for movement of supplies in pre-war years.

## Versatile Food

Prunes supply sugar for energy and vitamins and minerals to keep the body in good working order. They're a versatile food too...can add flavor and sweetness to cereals at breakfast...make an excellent garnish for chicken and turkey...and stuffed with cream cheese and nuts are the salad note of a meal.

## ABUNDANT FOODS BENEFIT SCHOOL LUNCHES

The list of abundant foods for February includes several items which are easily adapted to the school lunch program, and which contribute a great deal nutritionally to the diets of school children. Incidentally, President Truman...in his state-of-the-union and budget message to Congress recently...made the following statement regarding the school lunch program. "...we should have available supplementary programs that will enable all our people to have enough of the right kind of food...

one of the best contributions toward building a stronger, healthier nation would be a permanent school-lunch program on a scale adequate to assure every school child a good lunch at noon."



Getting back to that February list of abundant foods...here it is: eggs, cabbage, canned citrus juices, oatmeal, and heavy tom turkeys in many areas of the country, potatoes, and fresh citrus fruits.

### Ideal School Lunch

USDA suggest to those responsible for school lunch planning that special attention be given during February to eggs, cabbage and canned citrus juices. The ideal lunch for a school child as you know, should provide from 1/3 to 1/2 of the day's nourishment. The Type A Lunch...as it's termed...either hot or cold, includes these five musts: (1) one half pint of whole milk to drink; (2) two ounces of meat, poultry, cheese or fish, or one egg, or one half cup dry peas, beans or soybeans, or four tablespoons of peanut butter; (3) three-fourths cup vegetables and/or fruit; (4) one or more slices of bread or muffins, or other hot bread made of whole-grain cereal or enriched flour; (5) two teaspoons of butter or fortified margarine. This is the lunch for which schools cooperating with the School Lunch Program receive a maximum reimbursement of nine cents.

Some of the suggested Type A menus for school lunches might well be followed by the homemaker whose youngsters come home to luncheon...or even adapted for the family dinner. For instance, here's one that certainly should hit the spot on a cold winter day: Baked stuffed pork chop, fried cinnamon apples, seven-minute cabbage, bread and butter, milk, oatmeal cookie. And for a meatless meal, the following menu should please everybody: Salmon cutlets with broiled grapefruit sections; steamed buttered beets, cabbage salad with sour evaporated milk dressing, whole wheat bread and butter, jelly, milk.

The simpler, Type B lunch, for which the maximum federal reimbursement is six cents, is planned for schools having limited cooking and serving facilities. This is not a complete lunch, and it's a good idea for youngsters being served this to bring some food from home to add to it. Here's a typical suggested menu for a Type B lunch; prune and cottage cheese salad, escalloped potatoes, whole wheat bread and butter, and milk.

### School Lunches Use Local Foods

One of the important things to remember about the School Lunch Program is that most of the foods are purchased locally.



In this way, advantage is taken of plentiful supplies in local markets...purchases often are made directly from farmers in the area. During certain seasons, local produce is bought and canned for future use. The local supplies, however, always are adapted to the menus suggested by USDA Nutrition specialists. And these menus always meet the proper nutritional standards.

It's estimated that eight million school children in about 47 thousand schools will soon be receiving the benefit of school lunches. This cooperative activity can play an important part in our national food picture...through using our tremendous agricultural production to improve the nutrition of our growing children.

### BEE COLONISTS

New Note on the agricultural front this year is a production goal for bees. Yes, you've heard about poultry and livestock goals, but this is the first time bees have been mobilized. An increase of eight percent in the number of colonies of bees in the country is asked by the U. S. Department of Agriculture during 1946.

#### Needed for Polination

This increase in colonies is not primarily for honey and beeswax...important though these commodities are. The activity of bees as pollinating agents is the factor behind the new goal. It seems that other insects of this class are rapidly being lessened in number. Arsenic and other poison dusts and sprays have killed many insects that formerly pollinated fruits, vegetables, and such legumes as alfalfa and clover. As these decrease, honeybees are needed in larger number than in former years to maintain seed output. The honeybee is the only pollinating insect whose number and location can be controlled by man. And for this service the bees have a value conservatively estimated at 10 to 20 times that of the honey and beeswax they produce.

Despite this need, beekeepers...except in fruit areas...are rarely paid for the pollinating value of their colonies. They must depend upon the sale of honey and beeswax for financial gain. For this reason, the colony goals have been divided among the States. And the suggested colony increases are largest in legume-production areas...particularly in Minnesota, Iowa, and the Dakotas...where the production of honey has proved especially profitable in recent years.

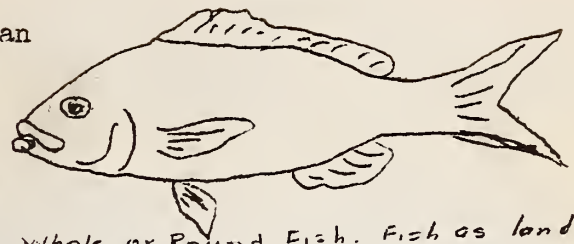
Beekeeping leaders in many states have already accepted the proposed goals with enthusiasm, and have started to acquaint commercial beekeepers in their areas with the recommended goals and the importance of bees in our agricultural economy.

### VIRGINIA FISH HARVESTING GOOD

In case your listeners don't find all the meat they want, you might suggest a fish dish on occasion. According to a report from Charles Lyles, Marketing Specialist of the U. S. Fish and Wildlife Service, Hampton, Virginia, the catch around there has been heavy enough to satisfy a lot of appetites.



During the week ending January 25, more than 500 thousand pounds were landed in the Hampton Roads area. Porgies and Croakers made up the bulk. So both are in season, and are excellent buys within the range of most any budget. Porgies and Croakers are fairly lean...so may be cooked by broiling, baking, or deep fat frying. On the market, housewives will usually find these fish drawn or in the round.



Whole or Round Fish. Fish as landed



Drawn Fish. Entrails only are removed



PACKED IN FOODS

Dressed Fish. Entrails, head & tails, & usually fins are removed.

### Guide For Buying

The shopper can be certain she's getting good quality, when buying fish in the round, if she'll look for: Bright, full and bulging eyes...flesh that's firm and elastic...scales that cling to the skin...and gills that are reddish pink, with a fresh odor.

Canned foods were developed during the Napoleonic wars. Nicholas Appert, the discoverer, won the French Government's 12,000 franc prize for developing this way of preserving food for use by French soldiers. Appert used home-made bottles and his cooking time was a matter of guess work. Today, the canning industry has put into practice the development of science and machinery, but the original principles of Appert are still followed.




### Production High

While the production of canned foods has been rapidly increasing since the first World War, peak production figures were reached in World War II. The Department of Agriculture estimates that the 1945 commercial pack of fruits and fruit juices...in tin or glass...totaled almost 62 million cases (24 No. 2½). For vegetables...including soups and baby foods, the total is about 275 million cases (24 No. 2's).

In the fruit line, peaches, pineapple, fruit cocktail, pears and apricots account for the greater percentage of the pack. Peaches, by the way, are way out in the lead. As for canned vegetable and vegetable juice pack, tomato products, peas, soups, baby foods and vegetable purees, sweet corn, baked beans, snap beans, beets, sauerkraut and spinach account for the greater portion of the pack. You'll notice tomato products lead the vegetable pack, but the total includes catsup, chile sauce, and tomato paste as well as tomato juice and canned whole tomatoes. The whole tomatoes packed are about 7 million cases under normal demand.

Because of heavy spring frosts in some areas and excessive rains in others during 1945, the total quantities of fruits and vegetables available for commercial canning were smaller than in 1944. However, these packs, which we will be drawing on until this June...are larger than the average total packs in the pre-war period..1937-41. In spite of the smaller supplies, the civilian share from this year's pack will be greater than from any since the beginning of the war. This is principally the result of sharply reduced military requirements and the end of Lend-Lease shipments.

# Fresh Food Roundup



## FRESH FOOD REPORT

When it comes to fresh fruits and vegetables, it's almost "the same ol' story." Supplies and prices haven't changed much from a week ago...or even two, three and four weeks ago. Shipments from Florida to wholesale markets in the Southeast are picking up a little, and of course this is reflected in retail outlets.

Your "plentiful foods list" will still boast Irish and sweet potatoes, rutabagas, lettuce, turnips, and the greens...collards and turnip greens, particularly. Quality is pretty good on all these. We might call particular attention to Florida celery...coming to markets in quantity now...good quality...very reasonably priced. There's enough cauliflower to meet demands, too.

As for fruits...oranges are definitely the best buy. And even though you wouldn't classify grapefruit as plentiful, there's enough to meet demands. Tangerines are getting rather scarce...with prices at or near ceiling. There are plenty of lemons, and they're a wee bit cheaper. When it comes to apples...they hit the markets in spurts. One day the housewife may find good quality...the next day, very sorry ones. As we've pointed out before, apple production last year was way below normal, which explains the scarcity. No strawberries yet.

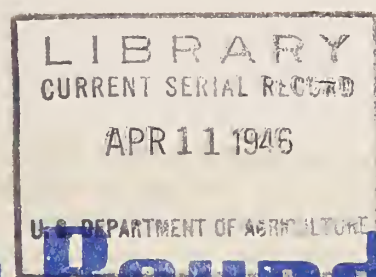
These products are available in your community.





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*Resume*



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

February 8, 1946

## THE STAFF OF LIFE

With more people in Europe and the Far East facing starvation today than in any war year, the President of the United States has called on Americans to help alleviate the worst food crisis in modern times.

What food the United States and other countries have moved into war-torn countries has been insufficient to span the ever-widening gap between minimum needs and available supplies. In some areas abroad, because of extreme droughts and the disruption of war, crops are the shortest in 50 years. At present, where we are getting 3,300 calories per person per day, there are some 125 people in Europe who subsist on less than 2,000 calories a day. Another 28 million get less than 1,500 calories a day. And in other parts of Europe, large groups receive as little as 1,000 calories a day.



*Smallest farm crops  
in 50 years in  
some areas abroad*

With bread the most important single element in the diet of these areas, the President announced a number of emergency measures that will affect our record crop of wheat. The President has banned the use of wheat in alcohol and beer. He also ordered that grains...other than wheat...for beverage alcohol be limited. By June, this will save for food about 20 million bushels of grain, which can be rushed to Europe and the Far East. The President ordered that the quantity of flour produced from each bushel of wheat be raised to 80 percent for the duration of the emergency. The flour now going into our white bread represents only a 72 percent extraction. By taking more of the wheat kernel and thus making more of the grain available

**U. S. Department of Agriculture**  
Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia

as food, and by limiting the distribution of flour to amounts essential for civilian use...the President estimates another 25 million bushels of wheat can be saved the first half of 1946. The Department of Agriculture will control millers' inventories of wheat, and bakers' and distributors' inventories of flour, to the minimum necessary for distribution purposes.



#### Grain Conservation Needed

In addition to the orders calling for the darker bread and the ban on wheat for alcohol and beer, the President called on the Department of Agriculture to develop additional ways in which grain now used for feeding livestock and poultry could be conserved for use as human food. This would mean the rapid marketing of heavy hogs. This would also mean that beef cattle should have a moderate rather than a high degree of finish; that more poultry should be marketed, and that there should be more economical feeding of dairy cattle.

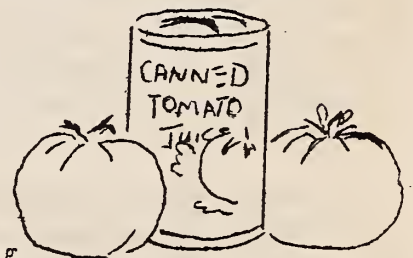
Here are some facts on our wheat supplies. The 1945 wheat crop in the United States surpassed the billion bushel mark. In fact, it was our largest on record. With a carryover from previous crops, we had a total supply last July 1 of over a billion 400 million bushels. By January 1 of this year, more than half of this huge supply had disappeared. The measures outlined by the President are necessary to enable us to continue our shipments to the hungry peoples in war-torn countries abroad and to take care of essential domestic requirements.

#### TOMATO JUICE VS. TOMATOES

With the commercial tomato pack considerably smaller this year than last, homemakers sometimes ask whether tomato juice can replace tomatoes successfully in a soup, sauce, or baked dish.

Yes, say food specialists of USDA's Bureau of Human Nutrition and Home Economics. Juice can be used, provided large pieces of tomato aren't important to the looks and flavor of the food when served.

If a recipe calls for tomatoes, juice can be used, measure for measure. But don't overlook the seasoning angle. Commercially canned juice often contains spices as well as salt...the label on a can tells the ingredients. So, you may want to go light when adding more seasoning.



*Take your  
Choice*

When the dish is done, say the food specialists, you can expect a different look in a dish made with tomato juice. Instead of the bright red and white of say, spaghetti with tomatoes, juice gives the dish an overall light orange tint.

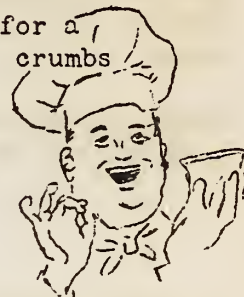


### Cooking Tips

Here are a few suggestions from the Bureau about adding tomatoes to meat standbys, where tomato juice can be used equally well, as a matter of convenience:

Add 1 cup fresh or canned tomatoes to your favorite recipe for a  $1\frac{1}{2}$  pound meat loaf that calls for about 1 cup of soft bread crumbs as a binder.

For extra flavor and moistness in ground meat patties, add  $\frac{3}{4}$  cup fresh or canned tomatoes to 1 pound ground beef. Add  $\frac{1}{2}$  cup uncooked, quick-cooking oats as the binder, and season. This combination has a "different" flavor, and it helps stretch 1 pound of meat to serve six.



Pour  $2\frac{1}{2}$  cups fresh or canned tomatoes over a pot roast the last hour of cooking. It makes a delicious gravy, especially if a clove of garlic and a little thyme are cooked with the meat.

Tomatoes are a "rust" for Spanish steak. Pour  $2\frac{1}{2}$  cups fresh or canned tomatoes over the browned meat and add chopped onion and green pepper. Season with salt and pepper. Cook until tender.

### SEA-GOING SURPLUSES

There was good news from OPA a few days ago for the people who have been having a hard time finding work clothes for men. Several millions of surplus chambray shirts, utility shirts, jackets, and trousers, and dungaree trousers, all made for the Navy, were offered for sale, from the Brooklyn Navy Yard by the War Assets Corporation. They were offered only to wholesale buyers and retailers, and in a short time... if not already...these clothes should be available at retail stores. Furthermore, every garment, when sold at retail, must carry a tag with the OPA retail ceiling price. In the case of the shirts, this price is \$1.05; the utility jackets and utility trousers will have ceilings of \$1.75; the ceiling price of the dungaree trousers will be \$1.50. The shirts are of plain weave carded cotton and the dungaree trousers of cotton denim, both in indigo blue; the jackets and utility trousers are of cotton twill, in olive drab. These are just the kind of garments needed by both farm and city workers, but lately it has been a case of...try and get 'em!



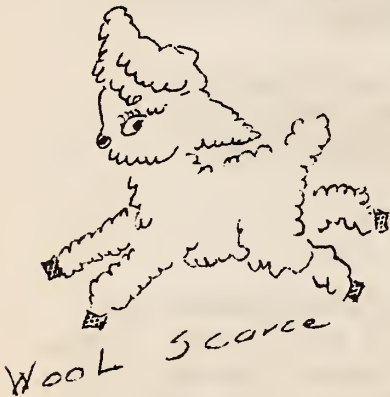
You know, of course, that OPA and the Civilian Production Administration are working together now to bring back to the retail stores about 90 items of low

and medium-priced clothing. These are now beginning to appear on the market, and will bear a price tag or stamp, put on at the factory, showing the exact OPA ceiling price. Among the garments being manufactured under this program are cotton dresses for grown-ups and children, women's cotton slips, men's cotton undershorts, toddlers' wool snow or ski suits, and rayon slips for misses and women.

While the moderate-priced clothing picture is far from bright as yet, there's certainly a ray of sunshine beginning to show on the horizon.

#### HOME HANDICRAFT SHORTAGES...AND WHY

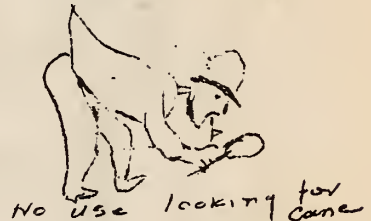
You have probably noticed in letters from your listeners...in home handicraft circles...these days...complaints center on two shortages...yarn for wool rugs and cane for chair seating.



The prospect that these materials will be in good supply in the near future is not bright. Here's the explanation given by Miss Reba Adams, Extension specialist in home industries, U. S. Department of Agriculture.

While the stockpile of raw wool is ample...the combination of a tremendous demand and a shortage of labor add up to a tight situation in yarn. The textile mills are giving finely woven yarns priority over other yarns because the finely woven yarns are in greater demand.

Home handicrafters are asking particularly about cane for seating in antique chairs. The supply of this cane depends upon imports. Most of it comes from the Celebes Islands in the South Pacific. Some of it comes from Africa. Wartime controls were lifted October 1 and cane is now free to come into this country, but cargoes are loaded with more urgent products. The little cane that is shipped goes to blind institutions and to veterans' hospitals for therapeutic work. So it looks as though the home handicrafters will have to wait awhile. Cane probably will not be on the market in good supply before August or September.



There is...however...a synthetic cane that comes in sizes comparable to those of natural cane. It's made of plastic and said to be stronger than natural cane, but the price is higher.

#### THE BEAN BAG'S SMALLER

The 1945 harvest of dry beans and peas was not as plentiful as expected because of bad weather during the production season. As a result, all claimants...civilian, military and foreign...are going to be allocated less of these two



crops than they could use. The smaller share of dry peas for civilians probably won't be as noticeable as that for dry beans in this country...for it'll be at least January, 1947, before dry beans will appear in ample quantities in grocery stores. The note of caution, then, is to go easy on recipes calling for the use of dry beans. This, so we don't cut too deeply into supply at the expense of the people in this country who use beans as a major protein food in their diets.

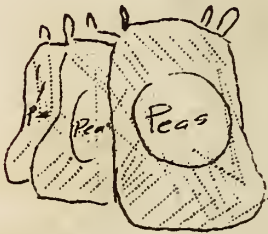


### Three Months' Allocation

For the first three months of this year, there are slightly more than 3 million bags of dry beans to be allocated. Last year in the same period, over 5 million bags were used. But of this smaller available amount, civilians will be getting the major share...over two thirds of the supply. This is well below our estimated demand, but more than we had the first quarter of last year.

The remaining third of the dry beans for allocation will be going to our military services, U. S. territories, UTRRA, and various commercial claimants who normally get supplies from this country. Because of the short crop, these first quarter allocations for export were below the quantity requested.

### Less Dry Peas Too



Total allocations of dry peas for this quarter of the year amount to some 1 million bags...slightly less than was used during the same months last year. The civilian share of this is 100 thousand bags. That's only about a third the amount we used during the same months in 1945, but no inconveniences are expected since dry peas are not a main staple in U. S. diets. The remaining supply is for the military services and for exports and shipments.

### POULTRY TINTYPES

Supplies of canned chicken and turkey for civilian use are more plentiful at present than at any time since the beginning of the war.

Poultry processing plants were greatly expanded to meet wartime needs of canned chicken soup and poultry. So popular were these products with our armed forces that for a period of about seven months last year, 100 percent of the output was for military purchase only. You probably noticed that your favorite tins or glass jars of chicken were righty scarce last summer.

The army has been out of the market for processed poultry products since August, 1945, and since then all output has been going to civilian markets.

With storage holdings of chicken and turkey the highest in history, the consumers' ability to get canned poultry meat in the future months should be limited only by demand.



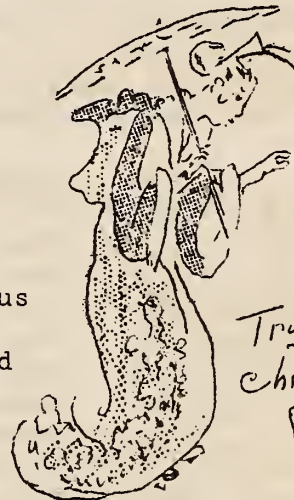
*The whole family likes  
Chicken*

or two, or a jar of chicken will meet the problem of the unexpected guest with the greatest of ease. On a busy day, canned chicken can appear on the family dinner table too...and if it's flavored with distinction, the home folks will be much intrigued.

#### Cooking Adventure

No doubt you have favorite poultry recipes in your files, or in your mind, to suggest to your listeners. You might refer to your copy of USDA's book "Poultry Cooking." This book gives some recipes you might almost consider adventures in cooking...Curried Fowl with Carrots and Coconut, for instance, and a delicious Chicken Chop Suey. And of course, there are the old standbys...croquettes, Chicken souffle, A la king, and so forth.

Furthermore, you might give variety to your chicken-cooking suggestions by doing a bit of research on recipes from other countries. For instance, from the Netherlands East Indies there are several wonderful chicken recipes...Curried Chicken with Fried Rice, also Cubed Chicken with Spicy Pepper Sauce. China gives us chicken with mushrooms and vegetables. An Egyptian combination of chicken with okra and tomatoes might almost be a native of our southern states.



*Try a  
Chinese  
Recipe*

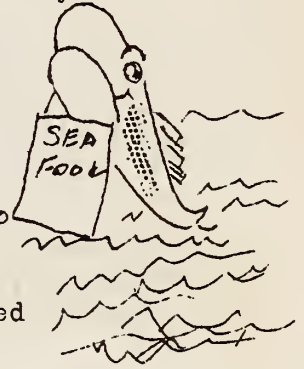
#### REMINDER !

We don't want to keep nagging...but the shortage of fats and oils is a long way from being solved. All of which means that the fat salvage tin of the housewife is just as important as it ever was. We needed used fats to win the war and we need used fats to speed production of peace-time articles. Fat salvage is the housewife's part in reconversion.



## FISH MARKET

There are plenty of fish up around the Chesapeake Bay area that didn't get away...which augurs well for fish shoppers. Charles H. Lyles, Marketing Specialist of the U. S. Fish and Wildlife Service, Hampton, Virginia, says fish landings for last week amounted to 822,000 pounds...some 39 percent more than the previous week. That's a lot of fish. The majority of the fish were porgy, with flounders a close second. Both are excellent eating. Porgies are particularly good for broiling, and flounders can't be beaten for frying. You'll probably find flounder fillets on the market in both fresh and frozen form.



The crab catch was above the previous week too. According to Mr. Lyles, our fish authority in Hampton, crabs are reported to be more plentiful in the Chesapeake Bay than at any time in previous years. You can buy them in the round or as picked crab meat. If you buy them in the round, buy them alive and kicking. You never cook a dead crab. He goes into the pot alive. It's a little hard on the critter...but that's what he gets for being a crab.

While we're on the subject, here are a few suggestions for preparing crabs. They are from the Fish and Wildlife Service, U. S. Department of the Interior:

### Soft-shelled Crabs

The commercial soft-shelled crab is usually the blue crab taken immediately after molting and before the shell hardens.

Use only live crabs.

To dress: with a sharp knife cut off the apron that folds under the rear of the body. Turn the crab about and cut off the face at a point just back of the eyes. Lift each point at the sides and remove ALL the gills. Wash and dry.

To cook: salt each crab on both sides and allow to stand 10 minutes to absorb the salt. Dip in well-beaten egg and then in a mixture of 1/2 cup of sifted dry bread crumbs and 1/2 cup of flour. Pan fry or fry in deep fat at a temperature of 360° F. Cook to a golden brown or about 5 minutes on each side. Remove, drain fat, and serve with tartar sauce. The entire crab is edible. Two crabs provide an ample serving for one person.

### Hard-shelled Crabs

Select only live crabs. Scrub the crabs and steam for 25 minutes, or drop them into boiling salted water. Permit them to boil rapidly for the first 5 minutes and then simmer for 10 minutes. Remove and cool until they can be handled. More seasoning may be obtained by cooking the crabs in a solution made in the following proportions:

1/4 cup vinegar	1 tablespoon celery seed
2 tablespoons salt	2 quarts water
1 1/2 teaspoons red pepper	

Very sweet meat is found in the claws, legs, and body of the crab.

# Fresh Food



# Roadside

Fresh radishes and green onions will be peeping up at you from vegetable bins every once in a while. They are not very plentiful. As a matter of fact, they're scarce but the few that are arriving mean that more will follow.

Turning from scarce to ample supplies, we find beans, cabbage and rutabagas leading the list. Cabbage is not as plentiful this week as it has been, but there's enough. The rutabagas have come a long, long way to grace your table...all the way from Canada. Collard supplies are good, and turnip supplies are fair. Try serving raw turnip discs some time in place of more conventional salads.

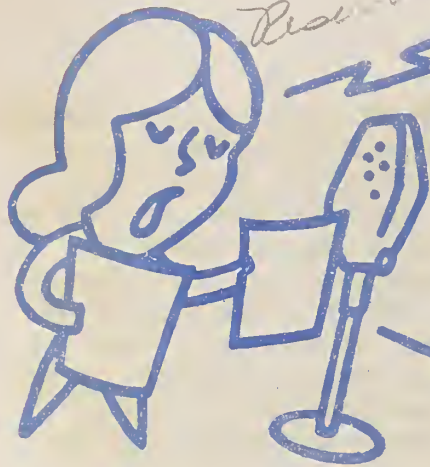
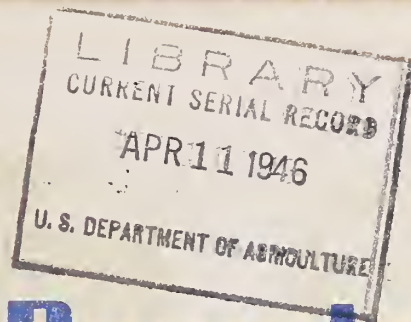
The potato cousins...Irish and sweet...have not varied too much in supply from last week. Both are available in adequate amounts. Celery is in only fair supply...and the same thing is true of another salad green...lettuce. Cauliflower supplies are fair, but the quality is good. Dry onions are positively scarce. Eggplant and squash rate only a mention; both are scarce and high for this time of the year.

Oranges and grapefruit continue the best fruit buys. Tangerines are still around in spots, but the season is about over for this section of the country. There will be an occasional fresh pineapple...but definitely not very many. Apple supplies are very spotted. Ditto for bananas. And just to tease your appetite and tickle your taste buds...one carload of fresh red, strawberries has moved over the Atlanta wholesale market. But don't rush out to buy them...one carload won't spread very far. Stick to the week's best buys...cabbage, rutabagas, beans, potatoes and citrus.





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Reserve



# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs

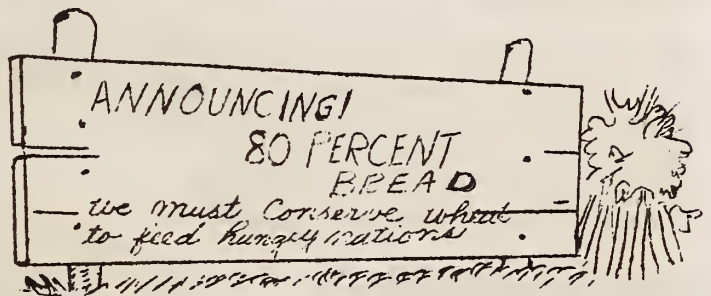
February 14, 1946.

## INTRODUCING.....80 PERCENT BREAD

It's here...it's new...and it's good! Sounds like an advertising slogan, doesn't it? The product in question is the new bread of the land...made from the 80 percent flour decreed by the President's directive of February 6th. A sample batch of the flour has been milled. A few sample loaves of the bread have been baked at USDA's Research Center at Beltsville... and both were displayed at the Department of Agriculture the other day. And here's the consensus of one group of press and radio people who looked, touched, and tasted:

### Observers' Opinion

In the first place, it isn't gray...it's really just a slight creamy white. The texture is about the same as our present bread, by actual comparison,,,though the loaf of new bread didn't rise quite as high as the other. As for the flavor...everybody who tasted it reported that they liked it better...it seemed just a bit more full-bodied. It isn't at all like wholewheat bread in flavor, or cracked wheat, or any other of the darker breads with which we're familiar. It doesn't even have that wheaty or nutty flavor we anticipated. If you were served a slice of the new bread without knowing what it was, it doesn't seem likely you'd notice any difference between that and the present 72 percent bread.



U. S. Department of Agriculture

Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia

### PASS THE CITRUS JUICE



The world citrus crop for 1945-46 is the largest on record, USDA's Office of Foreign Agricultural Relations reports. The 36 major citrus-growing countries will produce 335 million boxes, it is estimated, compared with last year's 320 million. The prospective citrus crop consists of 243 million boxes of oranges, tangerines and mandarins... 66 million boxes of grapefruit...and 26 million boxes of lemons. It's interesting to note, incidentally, that while grapefruit originated in the Orient, practically all the grapefruit in the world is now grown in the United States, so are about half the lemons, and approximately 45 percent of the oranges.

### FOOD OF THE WORLD

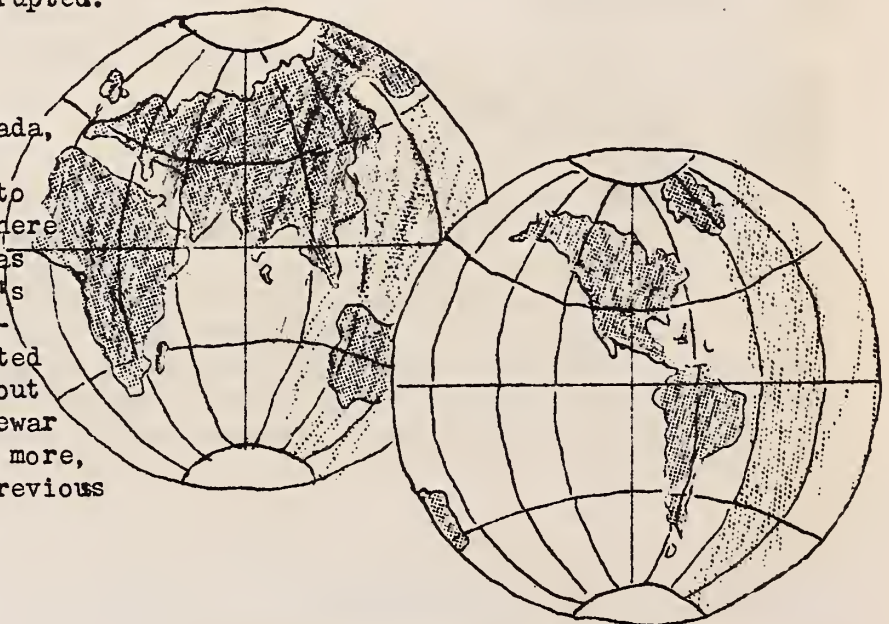
*Umm m ! Good!* The world food problem and its causes are covered in a recent report from USDA's Office of Foreign Agricultural Relations. Here is a brief resume which may be of value to you as background material for some of your broadcasts on food. The information comes from agricultural attaches and other U. S. foreign service officers stationed abroad, from reports of foreign governments and our occupation authorities, and from background information in the files of USDA.

#### The Why Of It

The chief causes behind the problem are these: (1) total world food production in 1945 was down 12 percent a person below the prewar level...this reduction being chiefly in countries normally depending on imports; (2) The distribution of food in wartorn nations was seriously disrupted.

#### European Situation Bad

The United States and Canada, the British Isles and the Middle East are reported to be the only large areas where food production in 1945 was relatively favorable. It's interesting to note, incidentally, that in the United States we're producing about 1/3 more food than the prewar average, and we're eating more, per person, than in any previous year.



*Food Supplies Low*



During the first six months of this year in many other countries, however, food shortages are expected to be very serious, in some instances approaching starvation levels. In Spain, Italy, Germany, Austria, Finland, and segments of Poland, Hungary, Yugoslavia, and Rumania, the diets of the people are already greatly deficient, and they're beginning to show the effects of malnutrition, hunger...even starvation. Greece, France, Czechoslovakia, Switzerland, Norway, the Netherlands, Luxembourg and Belgium face a considerable decline in their already restricted diets. In continental Europe, the only countries having diets approximating prewar levels are Denmark and Sweden.

#### Production Increase Forecast

You see, after VJ-Day, food rations in many of the countries so short of food were increased, as they expected larger imports immediately. These have not materialized, however, which makes the present restriction of rations absolutely necessary. The OFAR report points out that food production in the 1945-46 season in continental Europe is 25 percent below prewar levels...chiefly because of wartime shortages of labor and materials, and the severe drought in many parts of southern Europe and North Africa. Unfavorable growing conditions also are reported from several Southern Hemisphere countries and other areas, including Japan. It's expected that the world production of food will increase in 1946-47, barring unfavorable growing conditions or drought. It is certain, though, that production still will be below prewar levels.

#### Reserves Low

With reference to the types of food...there's been a decided decline in the staples, such as wheat, rye, rice, and sugar, and sharp reductions in fats and oils, eggs, meat and dairy products. It should be taken into consideration also that reserve stocks are low. As a matter of fact, about the only possibility of increase in animal proteins during 1946 is an expected increase in the fish catch. The fishing grounds of the North Atlantic are being reopened, and the countries which use a great deal of fish in their diet are trying to rehabilitate their fishing industries.

The foregoing makes it easy to understand why President Truman is calling on us in this country to conserve our food, to make it go farther, and to share it with the other countries of the world.

#### BEATING THE SUGAR-BEET PROBLEM

When the American housewife is feeling a little sorry for herself because she doesn't have as much sugar as she'd like, probably she doesn't realize that her situation would have been still sadder if it hadn't been for some of the sugar beet research activities of the Department of Agriculture.

During World War I efforts were made to increase the production of beet sugar in this country. There were many complications, however, difficulties in getting beet seed from Europe, disease, the high cost of labor, and so forth. Furthermore, the sugar beet normally requires growth in two seasons to produce a seed crop, and this added greatly to the expense of producing sugar.

## New Discoveries

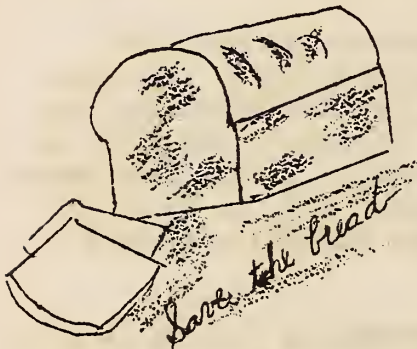
At the New Mexico Agricultural Experiment Station, Federal and State scientists, all working together, discovered back in 1922 that sugar beets planted in the fall remained alive throughout the winter, in the mild climate. This meant that they produced seed the second year without being stored and re-planted. By 1928 this system of seed growing had been developed, and since then Federal plant scientists have adapted this method to other sugar-beet growing areas. Furthermore, the extensive hand labor formerly required has been replaced by machine operations, which have reduced the cost of seed production.



USDA estimates the entire cost of developing this new method of growing sugar beet seed at about \$400,000. It was a good investment though, as the yearly value will be fully one and a half million dollars.

## SAVE THE BREAD

The President's recent statement about the world wheat shortage, and his instructions to government departments to take drastic steps to save wheat, made it clear that it's going to be up to all of us to put a conservation program into effect immediately. You broadcasters can be of tremendous help in this activity, with your large audiences of home-makers who depend on you for information and helpful suggestions. No doubt you have many ideas of your own about bread conservation, but probably you'll be interested in some conservation suggestions made in a recent radio broadcast by Dr. Hazel K. Stiebling, Chief of the Bureau of Human Nutrition & Home Economics.



### Substitutions

Dr. Stiebling pointed out that if every American family would save just half a slice of bread a day, it would mean a daily saving of half a million pounds of bread. She suggested eating an extra potato occasionally instead of the second slice of bread, and remarked that a small potato is about equal in food value to a slice of bread, and has the additional advantage of containing some Vitamin C. Another substitution might be at breakfast, according to Dr. Stiebling...a bowl of oatmeal in place of all or part of the usual serving of toast. And she warned against the serving of too much bread at each meal, reminding us that bread left on plates to become dry is sometimes thrown away.

If bread does dry out, there are dozens of ways to use it, of course. French toast, cheese toast, milk toast...cheese souffle, scalloped tomatoes and other vegetables, scalloped apples, bread pudding...those are only a few of the uses of dry bread or crumbs. Incidentally, when you're talking about bread pudding, why not suggest glamorizing it a bit with nuts, and raisins, or preserved fruit, bits



of left-over jelly...or by turning it into a chocolate pudding by adding cocoa or baking chocolate? There are also the familiar uses for bread crumbs...coating foods for frying, topping dishes for baking, stuffing chickens and turkey, or combining with meat, to stretch the meat.

The main idea to get across to your listeners now is that we mustn't throw away a slice...not even a crust of bread. It's a vitally important food... a principal article in the diet of millions of hungry people all over the world.

### HOSIERY HINTS

Here are a couple of hints from clothing specialists of USDA about hosiery care and preservation. Maybe they'll help some of your listeners in postponing the day when they go around stocking-less because they just can't buy a new pair of hose!

(1) Ravel some yarn from an old stocking, to get the best possible mending thread for snags and runs in hose. The stocking yarn is of lighter weight than ordinary mending thread, and will be less conspicuous. Thread from old nylon stockings (if anybody has them old enough to be retired) makes the best and strongest mend, but a heavy, not-so sheer rayon stocking gives an excellent thread for mending.

(2) Since many girdles are now made with tape instead of elastic garters, it's a good idea to substitute elastic you buy by the yard for this tape. This will increase the "give" and cut down on runs from the top of the stocking. Also, since the metal grips on many present-day garters are of low quality and likely to cut the stocking,

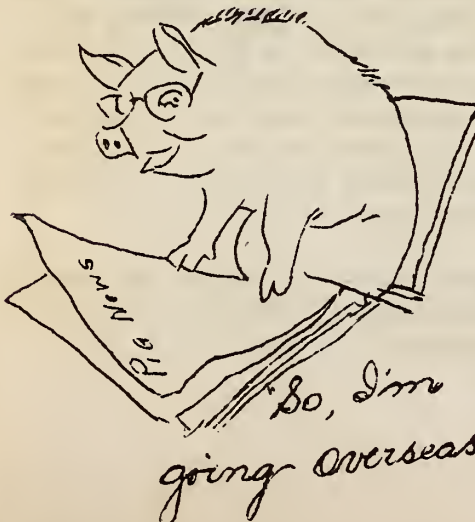
replacing them with higher quality grips from old girdles is a very good idea.



### PORK FOR OVERSEAS

While hog marketing is now at a seasonal peak, the U. S. Department of Agriculture is going to buy more pork and lard for shipment to needy countries abroad.

Purchases will be made under arrangements similar to those in effect during the war...that is, by War Food Order. Effected February 10, Federally-inspected packers in all but eleven Southern States will set aside seven and a half percent of the live weight of the hogs slaughtered each week. They will also reserve a certain percentage of the lard they produce... five percent of the live weight of hogs. This means that about a sixth of our total output of pork and pork products and about a third of our lard will be for Government purchase. There have been no set-aside orders in effect on pork and pork products since last September...but the Government has been purchasing some pork on the open market for shipment abroad. The new measures were taken to increase purchases and to meet urgent foreign needs.



### VEGETABLE HEADLINER

There's likely to be a plentiful supply of cauliflower in most markets these days, of excellent quality. This is the winter-grown cauliflower, chiefly from California and Arizona, with some from Texas, Florida, and Oregon. The crop is about 10 percent greater than last year's winter crop. You'll do well to suggest it as a delicious addition to wintertime meals, cooked or raw in salads. And remember... if it's being cooked, it shouldn't stay on the fire too long. Overcooked cauliflower loses not only its flavor, but its snowy white color.

### FEBRUARY CROP REPORT

The February Crop Report, just released by USDA's Bureau of Agricultural Economics, states that American farmers are preparing in the 1946 crop year to make a peacetime contribution which will compare well with their wartime efforts. The total acreage goal is somewhat higher than the acreage planted in 1945. The weather is the greatest question mark.

#### Plenty Of Citrus

It's of interest to note that the combined citrus crop will not only exceed last year's, but will be half again as large as the 1934-43 average. Milk production in January was nine percent above the 10-year (1935-44) January average. Farm poultry flocks laid more eggs in January 1946 than in 1945, but production was not quite up to the January 1944 record. In the south, winter crops were growing slowly because of the cold, wet soil, but some progress was reported. Inclement weather also caused some damage to cotton and corn, although the harvest continued. There was a sharp increase in the movement of wheat from farmers to markets in the first half of January, but transportation difficulties slowed it down later. Livestock are holding up well on western ranges. Northern winter ranges are mostly open, with good feed available, but feed is short in the southwest.

BAE concludes a summary of this report by saying that from the 100th meridian eastward, prospects appear average or better.

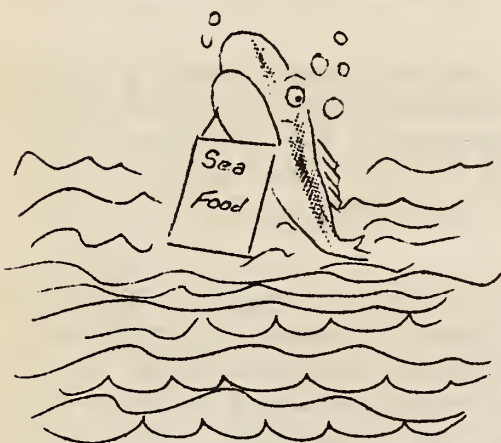




In the pacific northwest and northern mountains areas, prospective irrigation water supplies are for the most part ample. In the great plains area, particularly the southern portion, prospects leave something to be desired. While details of farmers' intentions to plant are not available before March, everything indicates that farmers are well up with their fall and winter work, and with their preparations for the 1946 crop season.

### FISH MARKET

At least 316,000 pounds of fresh mullet...destined for southern tables...left Florida during the week ending February 9, according to Charles D. Stewart, the Department of Interior's Florida Fishery Marketing Specialist. Mr. Stewart hints there could be even more, since the 316,000 pounds of mullet traveled exclusively by truck. How much journeyed southward with the railroads is not known.



Mullet seldom reach northern markets. They are strictly a southern dish, caught in the south, and eaten almost exclusively by southerners. If you're interested in the pure statistics of mullet, they are caught on the East coast from Florida to North Carolina and on the Gulf coast from Florida to Texas, and are particularly abundant in Florida during the fall and winter months.

Mullet are marketed in sizes ranging from one half pound to four or five pounds, mostly as round fish, though they enjoy some popularity as a salt fish. They rate an abundant food classification this week, because they are reasonably priced, can be prepared without too much waste, and take to frying, broiling, baking or boiling with equal ease.

But mullet will not be alone on fish counters. Charles, H. Lyles, the Department of Interior's Fishery Marketing Specialist in Virginia, reports heavy fish landings in the Chesapeake Bay area the past week, Butterfish, fluke, and porgy accounted for the bulk of the lands, Butterfish will perhaps be the best market buy of the group. They are generally purchased in the round, and can be fried, baked or broiled.

Too, the clear, cool water of the Chesapeake Bay is sending its quota of oysters to the epicure's table and the lunch room stand with equal impartiality. Shoppers customarily find oysters in markets shucked and in pint, quart, or gallon containers, but oysters in the shell are not an uncommon fish market sight, If that's the way you like to buy them, just be sure the bi-valves are holding their shells very firmly closed.

In calling signals to your culinary experts this week, tell them to shift over to the green vegetable bin in their favorite grocery store... and pick up some teammates. For vitamins, minerals...and health in general...they can't do better than feed the family turnips, celery, rutabagas, and salad greens. Homemakers should find plenty of all of these at the vegetable counter. Quality is generally good, and prices reasonable.

For variety, there'll be scattered supplies of peppers, squash, eggplant, and tomatoes. Quality is good for this time of year, and chances are Mrs. Buyer will find prices on these vegetables a wee bit lower than a week ago. That's because they're getting a little more plentiful at shipping points...in Florida, primarily. For energy...there are Irish and sweet potatoes...plenty of them.

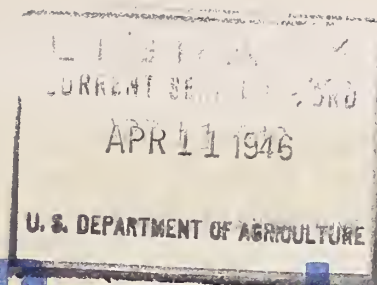
C is for citrus, and citrus for C...particularly Vitamin C. And because the "chillurn"...grown-ups, too...need plenty of vitamin C every day, you'll want to call attention to the continued plentiful supply of good quality oranges and grapefruit...at reasonable prices. Tell the hard-to-please in your audience that if they must have tangerines, they'll find a fair amount of them in most stores, but will have to pay a little more than for oranges. A moderate amount of lemons...a few avocados, pineapples and limes...and very few apples -- just about takes care of this week's fruit supplies.

Getting back to vegetables briefly...a very few green onions, beets and radishes are beginning to trickle in from Florida...but the price is high.





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# Radio Round-up

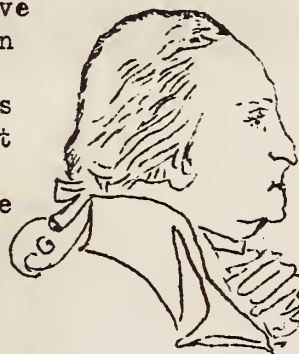
A weekly service for Directors of  
Women's Radio Programs  
February 21, 1946.

## GEORGE WASHINGTON ON FOOD CONSERVATION

George Washington was a good householder as well as a good President, and right now...on the 214th anniversary of his birth...seems a good time to tell you something he said, which touches on an important current problem ... the conservation of food.

During an interview with a Mr. Germain, a prospective steward for Mt. Vernon, in June, 1794, Mr. Washington cited, as causes of waste, the following:

"...inattention and carelessness in suffering things to be wasted and destroyed in the family which might and ought to have been prevented...providing more for the use of that family (specially in the article of provisions) that is really necessary...and particularly from not seeing that that which is provided...be not suffered to spoil."



## FLOUR FOR MADAME

All wheat flour produced on and after March 1, cannot be less than the 80 percent extraction type. However, you won't be seeing the new product for a few weeks, as there are stocks of our present 72 percent extraction flour still available.

### Little Difference In Bakery Products

Waf Food Order No. 144...which contains the 80 percent extraction ruling...


## U. S. Department of Agriculture

Production & Marketing Administration  
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was recently issued by the U. S. Department of Agriculture as a part of President Truman's program to help feed hungry Europe. As long as the present terms of the order are in effect, special cake flours with a much lower extraction rate are out...also the numerous bakers' patent and family flours. The USDA Bureau of Human Nutrition and Home Economics is carrying on research now and will have new recipes available for bread and other quick breads if any changes are needed in present recipes. These recipes will be ready at the time the flour appears on local markets. However, from all indications, bread and other bakery products are not going to be as much different as some people have feared.

#### Wheat Feeds Limited

Besides determining the extraction rate for flour, the War Food Order controls the distribution of wheat and flour. These regulations were necessary so that we can meet our export commitments...maintain adequate supplies of wheat and flour for use at home...and still have an adequate carryover until the new crop becomes available in July. The amount of wheat used in mixed feed for livestock will be limited. And no flour may be used in mixed feed unless it is unfit for human consumption. Furthermore, food manufacturers will be limited to a 30-day inventory of flour and wheat. Distributors will also have inventory limitations. These regulations were needed to speed the movement of wheat and flour into trade channels.



*80 % bread is just as good.*

#### DON'T BE A FLOUR HOARDER

Here's a warning for you to pass on to your listeners...don't hoard flour! It's not only selfish, but unnecessary and unwise, the grain specialists of USDA report. There isn't any shortage of flour in this country...so excessive buying is unnecessary...and there is danger that flour may spoil in home storage...making hoarding unwise.

Most experienced housewives know that flour can't be kept for a long period of time in the ordinary warm kitchen or apartment without danger of becoming infested with weevils. Commercial bakers...who usually keep up to 45 days' supply on hand...store the flour in rooms specially built for that purpose. These have the necessary air conditioning apparatus to control temperature and humidity. In many homes...especially apartments...flour is often stored on high shelves, where the



temperature is above the average of the room. This increases the danger of spoilage. And don't think it can be kept successfully in the home refrigerator either, because flour takes up moisture and should be kept dry as well as cool.

You might remind the homemakers in your audience that it would be a real tragedy if flour were allowed to spoil in this country at a time when it's desperately needed in so many parts of the world.

### TRADE CHANNELS

One of the questions many people have been asking about the new 80 percent flour concerns its nutritive value. Here's what USDA's Bureau of Human Nutrition and Home Economics has to say on the subject,



### More Minerals And Vitamins

The new flour, as milled, will have a higher content of iron, B vitamins, especially Thiamine, and a better quality protein than unenriched white flour. Flour and bread will continue to be enriched up to the levels required in War Food Order number 1, however. The new flour will contain no visible bran, and there is no reason to believe it will have any different digestive effects from the wheat flour to which we are accustomed.

BHNE points out that modern white flour for years has been losing important values in the milling. In order to have it white and fine, with good keeping qualities, the outer coat of the wheat berry was removed. This took away about seven-eighths of the thiamine and niacin, three-fourths of the riboflavin, and four-fifths of the iron, as well as some calcium, phosphorus, and some protein of better quality than the heart of the grain contained. It's evident, therefore, that the 80 percent extraction flour, before enrichment, will be an improvement over the present 72 percent flour, before enrichment.

### How Much?

Another question you may have had in mind concerns the quantity of flour we'll have in this country during 1946. Well, it's been estimated that there will be available for each of us three percent less wheat flour than we had in 1945. Even so, however, our per capita consumption will be three percent above the pre-war figure. It doesn't appear to be much of a sacrifice we'll be making, does it?

## WHEAT EXTRACTION ... OVERSEAS BRANCH

It's interesting to note, in connection with all the comment that's been aroused over our increase in the extraction rate of flour from 72 percent to 80 percent, that the United States still will have a lower milling percentage than most of the rest of the world. USDA's office of Foreign Agricultural Relations reports that in practically all of Europe and Russia, wheat flour extraction rates for bread are from 85 to 90 percent. In South Africa, the extraction rate has been 96 percent for the past four years, and the extraction rate for corn is 100 percent. Many countries are adding considerable quantities of rye and coarse grains, such as corn and barley, to their flour.

For your information, here are the current extraction rates reported from various countries: Russia, 80-96 percent; France, 90-95 percent; Italy, 91 percent; Austria, Germany (U S Zone), Greece, Hungary, Portugal, and Yugoslavia, 90 percent; Switzerland, 88 percent; Netherlands, North Africa, Norway, Poland, and United Kingdom, 85 percent.

It's obvious that the wheat we'll be shipping overseas, under our new program, will be put to very good use, and that the countries receiving it will get even more out of it than we do here at home.

## OLIVE OIL CARGOES

The first olive oil from Greece since the beginning of World War II will soon be arriving in this country. It's also our first import of olive oil from any source for about a year, when we received some from Spain.



*Swap oil with  
Greece*

It seems that the United States is going to trade the Greek Government 3,000 metric tons of soybean oil (a metric ton is 2,204.6 pounds) for an equal quantity of olive oil. This swap arrangement is the only way to satisfy the big demand for olive oil in this country. We trade an oil of which we have a fair amount for one we need...but don't have at all...vice versa for the Greek Government.

Shipments from Greece will start the latter part of February and continue during March. The olive oil will be imported at prices in line with ceilings established by the Office of Price Administration.

## BROILER UP

There are record stocks of all kinds of poultry in storage across the country right now. In addition to storage stocks and current supplies in all States, broilers and fryers are now moving to market from specialized areas.



Our commercial broiler farms are chiefly in the east and south...and the principal markets for their products are east of the Mississippi River. The broiler growers who started chicks last October and November now have birds weighing  $2\frac{1}{2}$  to 4 pounds for sale. Because of increased production, there is even a temporary oversupply of this type of chicken for which America is famed.

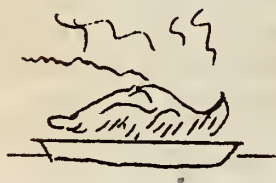


### Army Not Buying

Here are the reasons for the abundance. Production of broilers and fryers was very heavy during the war, because the Army particularly liked this poultry for use in camps in the United States and to ship frozen to our military forces overseas. When civilian supplies of "red meats" were rationed, there was also a ready market for all poultry at home. You probably remember the chicken shortage last spring and summer. Even after the end of the war, the market was good in spite of reduced Army buying. Now the Army has ceased buying poultry, having filled most of its needs for this food until the summer months. This surplus problem has been further complicated by the shortage of poultry feed. More grain must be saved for direct human use in food-deficit foreign countries. Storage space is another factor; storage plants can't find adequate space to hold the processed birds.

Thus for several weeks, consumers will find broilers and fryers a reasonable buy. An extra meal or two of broiled or fried chicken for the average family will help to solve this temporary oversupply.

Here are some suggestions from USDA's food specialists about the cooking of chicken and other young birds.



In broiling, the heat should be moderate, for slow, even cooking. Always start cooking the chicken with the skin side away from the heat. Remember to keep the heat very moderate and to have the meat several inches from the flame or heating element. Turn the chicken several times as it browns, and baste frequently with the pan drippings or with other melted fat. A two-pound chicken (dressed weight), when broiled at moderate heat, will probably need from 35 to 45 minutes to cook evenly to the bone. And here's an idea which may appeal to many cooks...if more convenient, cook the chicken partly done in the broiler and finish in a moderate oven (300 to 350

degrees F.), or start it in a moderate oven and finish under the broiler.

### Pan Frying

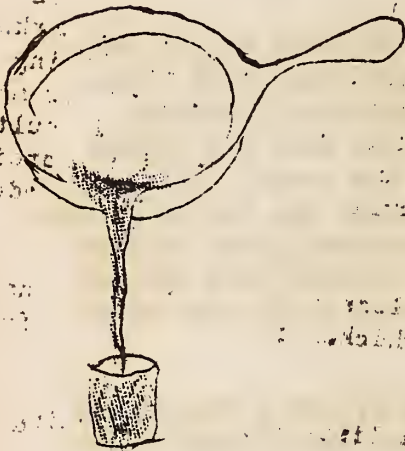
To pan-fry chicken in shallow fat, it's necessary to use a heavy frying pan, with about a half inch of fat, hot but not smoking. Put the thickest pieces of chicken in the pan first, leaving space for the fat to come up around each piece. Cover the pan and cook at a moderate heat, turning when brown. The thickest pieces of a 3-pound chicken (dressed weight) usually need from 20 to

25 minutes to cook done to the bone if fried entirely on the top of the stove. A good method when frying several birds, or when pan space is limited, is to remove the pieces from the frying pan before they're entirely done, and finish cooking in a moderate oven.

### FLASH ON FAT SALVAGE

Fat salvage collections are higher now than they were back in the days before points were offered...and that's good news to all of us. It was feared that after the incentive of red points was removed, and after meat was taken off rationing, there would be a tremendous let-down.

And it's true that there was a decrease in collections during the holiday season. However, in the 10-week period since point payment for salvaged fats was discontinued, collections have been 46 percent higher than the average in the days before points were given. This indicates that the American housewife is continuing to do a good job, and for patriotic reasons only, when it comes to saving and turning in used fat. A great deal more is needed, though, and you can help by reminding your listeners about it every once in a while.



And by way of inspiration, here's a story from the Extension Service about the fine work done by the Four-H Clubs of Vermont in a recent drive to collect and turn in used fat for salvage. The war may be over...but these young people aren't letting down in their efforts along this line.

### Cash Prizes Given

During the contest period, from the middle of November to December 31, these clubs turned in a total of 3395 pounds of used fat. The contest was open to all 4-H Clubs in the state...cash prizes were offered, and each club received credit for the contributions of neighbors and friends, as well as for the fat turned in by members. The first prize of \$25 went to the Roaring Branch Club of Sunderland, for a total of 373-3/4 pounds. The second prize of \$10 was awarded to the Middle Island Girls' Club of Grand Isle, which was responsible for 219 pounds. Three more prizes of \$5 each were awarded to three clubs turning in from 135 to 150 1/2 pounds each.

You might like to use this story as a spur to adult groups which are either already engaged in similar campaigns, or which might undertake them if sufficiently urged.

### PORK SET-ASIDE UPPED.

Since we reported to you last week that Uncle Sam is going to be buying seven and one-half percent of the pork and pork products for shipment over seas, there's been a change. The Government set-aside has been increased to 10 percent of the live weight of all hogs slaughtered each week. The set-aside on lard remains the same as previously announced...5 percent. This applies only to federally inspected packers in 37 states; 11 southeastern states are not affected.



As you probably know, it is at this time of year that hog slaughter reaches its height, so every effort is being made to meet the urgent foreign needs during this season.

### FROM FLYING TO FARMING

Here's a story about Charley Noble, Jr., Marmora, New Jersey, formerly a master sergeant on a B-17 Bomber...and the Farm Security Administration...an illustration of what FSA is doing to help veterans who want to have farms of their own. (Since many of your listeners are the wives or mothers of veterans, this subject may be of considerable interest to them.) Charley, who isn't yet 21, spent a couple of years in the army and was discharged about a year ago. After he put his civilian clothes back on, he started raising vegetables on his dad's farm. Getting established on a farm wasn't as easy as it may sound, though. First, he went around to different places trying to borrow money so that he could buy feed, seed, fertilizer, equipment, livestock, and other farm necessities. When he failed in this, he applied for an FSA loan, and was approved. Charley received \$2500, repayable at 5 percent over a period of five years.

#### Expands Farm Operations

This proved to be just the start Charley needed. By spring he'd planted a variety of vegetable crops...beans, tomatoes, sweet corn, melons, peppers and lettuce. He did so well on the home place that he rented more land from neighbors. He also raised some chickens. In less than a year's time, Charley Noble had repaid the entire five-year loan. Now he's looking forward to buying a farm of his own, with the Government's farm ownership type of loan.



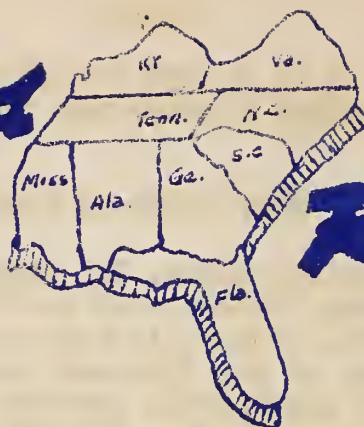
#### FSA Assists 300 Veterans

The Farm Security Administration reports that up to January 1, 1946, loans totaling nearly two million dollars had been made to about 300 veterans to buy farms. About 5300 others had received loans totalling about eight million dollars to buy livestock, feed, and other farm supplies, to operate farms. This is only a fraction of the number of veterans who have applied for credit, though about twelve thousand have asked for money to buy farms, and more than sixteen thousand went to borrow money for the operation of farms. FSA has an allocation of 25 million dollars for farm purchase loans for the fiscal year 1945-46, and applications are being acted upon as rapidly as possible.

#### Farm Guidance Also Available

An angle the veterans seem to like especially is the guidance in good farm practices that goes along with the loans. Many of them have come back from the service feeling a bit rusty at farming, or behind the times in modern, efficient methods. Therefore, they welcome the chance to get not only the money they need, but to brush up on their knowledge of good farming. Any veteran interested in getting one of these loans should apply to his nearest FSA County Office.

# Fresh Food



# Roundup

Believe it or not...it's happening. As much as we've talked about plenty of low-priced cabbage in our weekly fresh foods reports, you may be interested to know that the supply is a little lighter than usual...and prices are pushing up a wee bit. It's still a very "good buy", though. On the other hand, squash is a little cheaper...and is another "good buy" this week. So are Irish potatoes, rutabagas, and the various greens...turnip, mustard, collards, and so on. There are plenty of turnips, too. The turnips and greens are coming mostly from South Georgia and South Alabama. Incidentally, tomatoes are beginning to be plentiful, but because of such a high demand, prices are still way up.

There are fair amounts of peppers, eggplant, and lettuce. Lettuce is a little more scarce than a week or so ago...which naturally makes it a little higher priced.

Then there's celery...Served raw as a relish or salad ingredient...or cooked...it's a vegetable headliner these days. The winter crop of celery from Florida and California rates among vegetables in good supply. Florida, which covers markets in the East and as far west as Chicago, is just well into its shipping season.

As for fruits...keep oranges and grapefruit as best buys. A few Florida Valencia oranges are beginning to show up now. The demand for grapefruit has been pretty low for the past several days...so here's a chance for some stimulation on your part. There's a good supply...and prices are reasonable. Some markets have a few avocados, pineapple, and very few strawberries. Strawberry prices are mighty high, though.

Incidentally...and this has nothing to do with fresh fruits and vegetables...if you'll keep your listeners reminded that there's a good supply of chicken now -- fryers and broilers -- you'll be helping producers, processors, and consumers. There's more chicken now than there has been during...and since...the war.

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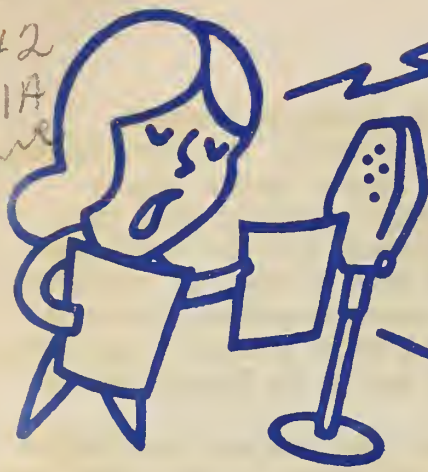
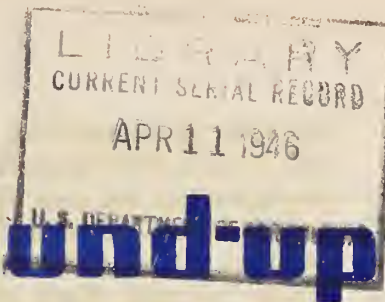
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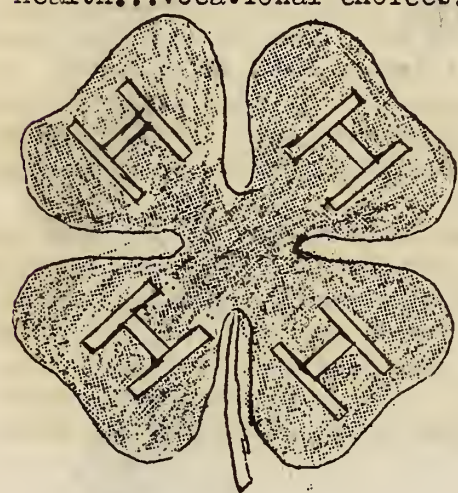


# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs  
MARCH 1, 1946

## YOUTH ORGANIZATION...AMERICAN STYLE

You may like to mention, some time during this week's broadcasts, that this is National 4-H Club week (March 2-10). This is the time when the attention of USDA's Extension workers will be focussed on building local 4-H Clubs into even more effective youth organizations. Such issues as housing... health...vocational choices...marketing distribution...conservation...



recreation...and maintenance of world peace... will be considered. This would be a good time to bring the work of 4-H Clubs and the possibilities of the new program to the attention of parents and new prospective leaders. It's also a good time to recruit new members.

### White House Recognizes 4-H'ers

President Truman has recognized the importance of the 4-H Club program, and in a message from the White House urged all rural young people to take an active part in it. He pointed out that this is one of the ways in which we can build the kind of youth our

country needs, and that it is one of the important means we have of demonstrating to the world what youth can accomplish through practical Democracy and good citizenship.

## KITCHENWARE COMMENTS

Happier days are here again...when it comes to buying kitchenware. Our pots and pans and kitchen gadgets are gradually coming back from the war...

**U. S. Department of Agriculture**  
Production & Marketing Administration  
Western Union Building  
Atlanta 3, Georgia.

they've been serving as airplane and radar equipment, parts of bombers, technical instruments, and all that, you know. Now, however, the kitchenware departments of our favorite stores are beginning to take on their bright and shining pre-war look. Since most of your listeners probably have been getting along with the old things for the past few years, they're doubtless ready to make some replacements now. You can be of help to them by reminding them of several points to check on in purchasing kitchen utensils. Here are some suggestions from household equipment specialists of the U. S. Department of Agriculture.

1. - Balance: The pan and its handle should be well-balanced, so that the pan stands steady, even when empty. Too heavy a handle, or a handle not properly placed, makes a tipsy pan that is awkward to use. Also, it may cause dangerous spilling of hot water or food.

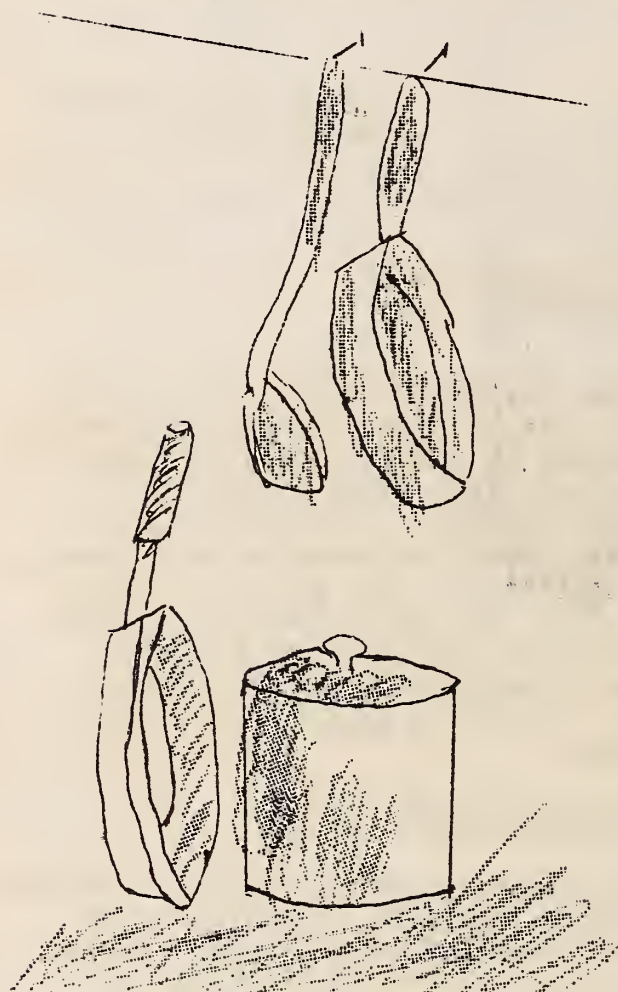
2. - Surface: The smoother the pan...that is, the fewer the cracks at joinings...the more durable and easy to clean it will be.

3. - Bottom: A flat bottom helps to keep a pan steady, and means faster heating. Also it means more economical use of fuel. Incidentally, pans for use on electric ranges will save more fuel if the bottom is dull finished. This absorbs heat instead of reflecting it, as does a shiny finish.

4. - Sides: Pans with straight sides help to save heat, and also save space on the stove.

5. - Handles: Handles of pans and covers should be insulated against heat. Also, they should be easy to grasp and hold.

6. - Cover: A close-fitting cover is essential for many cooking processes. Therefore, it's often worth the extra money to buy a pan and cover together.



#### Various Materials Available

When it comes to the choice of materials, it's well to consider both the advantages and disadvantages. In aluminum, remember there are two types...cast and stamped. Stamped aluminum utensils are made in three grades...light, medium, and heavy. To make them, metal is rolled into sheets, the pots and pans stamped out by a cutter, and then pressed into shape. The light weights are less expensive and easier to handle, but less durable. They dent and bend more easily, and allow food to scorch more quickly. Cast aluminum utensils are made by pouring the molten metal into castings or forms. These are excellent utensils for heavy service. The heavy grade of stamped aluminum is considered by some people the equal of cast aluminum, and it does have one definite advantage...it's cheaper.



### Stainless Steel Relatively New

Stainless steel had just come into use before the war, so it's a comparative newcomer to our kitchens. It's more durable than aluminum of the same weight and thickness, and it does not darken in cooking alkaline foods, as aluminum does. Steel doesn't spread the heat as evenly, however, and once darkened by overheating or scorching, it can't be brightened as aluminum can be.

You're probably familiar with enamelware. That wasn't as much of a war casualty as other types of cooking utensils. It's well to remind shoppers to examine it carefully before buying, however, to see that the surface is perfectly smooth, with no tiny cracks or air bubbles. Weak places in the finish make chipping likely, and nobody wants tiny chips breaking off into food while it's cooking.

Cast iron is thick, heats slowly, retains the heat well, and is ideal for long, slow cooking, regardless of its unglamorous appearance.

### Tin Still Scarce

As for tin...it's still critically short. Ninety percent of our supply came from the Malayan Peninsula, and it's impossible to say just when supplies will be back on a pre-war basis.

#### CHICKEN FARE

The marketing season for broilers and fryers hit its peak this month. Because of record production in commercial centers in the east and south, there'll be plenty of these  $2\frac{1}{2}$  to 4 pound birds on all markets east of the Mississippi river. What's more...homemakers will find prices the most favorable since the beginning of the war.

Broilers and fryers...sold when they're 12 to 16 weeks old...generally reach the retail dealer in dressed style, ice packed. These young chickens are not usually stored in freezers, nor would there be adequate storage space for them at present. Our poultry freezers are now full of roasters, stewing hens and turkey.

Now is certainly the time to call attention to Chicken Fare. While the temporary abundance of broilers and fryers is evident, particularly in eastern markets, the whole country is well supplied with poultry of all kinds.

#### NATIONAL HOME DEMONSTRATION WEEK

Plans are now being made for National Home Demonstration Week, to be observed from May 5 to 12, USDA's Extension Service has just announced.

The theme of this year's observance will be..."Today's Home Builds Tomorrow's World". The three million rural women throughout the United States, Alaska, Hawaii and Puerto Rico, who are reached by home demonstration work, will take this opportunity to show what the home and family have contributed toward progress and world peace. Meetings exhibits, tours, and radio programs all during this week, will give rural women the chance to show the opportunities offered by home demonstration work, and encourage wider participation.

#### NHDW Established in 1914

It's very likely that many of you who conduct women's programs will be approached with ideas and suggestions for broadcasts in cooperation with National Home Demonstration Week. For this reason, you'll probably be interested in a brief resume of the activities covered by the home demonstration program. It was established 32 years ago, in 1914, as a co-operative extension program in agriculture and home economics, and is financed by the county, state and federal government. There are now approximately 3,000 home demonstration agents, joint employees of the State Land Grant Colleges and the U. S. Department of Agriculture.



The subjects covered by this program have expanded greatly since the early days and now embrace not only food and nutrition, but clothing, household management, home furnishings, handicrafts and recreation. Furthermore, rural families are asking home demonstration agents for help with problems of health and medical care, housing, farm and home financial planning, consumer education, child care, and parent education, community welfare and citizenship responsibilities.

#### Fact Sheet Forthcoming

Your state or county home demonstration workers or your state Agricultural Extension Editor can give you more information about local activities in connection with National Home Demonstration Week. Also, a Fact Sheet just issued by Extension Service will be mailed to the directors of women's radio programs very soon, probably within the next week or two.



## '46 FOOD GOALS REVISED

During these days when you're urging your listeners to save food... actually to return to some of their wartime conservation practices...you may like to remind them that those who produce our food also are being asked to make an extra effort. A few days ago Secretary of Agriculture, Clinton P. Anderson, asked American farmers to produce even more food and feed than their original 1946 production goals called for. Mr. Anderson made specific requests to farmers to do everything possible to increase crops of corn, grain sorghums, soybeans, and dry peas. The additional plantings of grain will help to meet serious shortages in both food and feed. Increased acreages of soybeans are designed to relieve the world-wide shortage of fats and oils. Dry peas are of great importance in relief feeding, since they're high in protein value, and are easy to store and to ship.

The Secretary also pointed out that the extreme shortage of the rye crop makes it advisable for farmers to allow as much rye as possible to mature for grain. As for rice, he made a special appeal to growers to exceed the present large goal, if at all possible.

When it comes to milk and milk products, the requirements are very heavy, and dairymen have been asked to try to meet the production goals. Those who raise meat animals are urged to market finished animals now to furnish necessary supplies of meat, and also to conserve feed.



These increases will mean a delay in the reconversion plans of many farmers, alterations in crop plans, and a heavy strain on the soil. Mr. Anderson feels, however, that the present food situation calls for a continued all-out production effort.

## USDA WONDER WORKERS

You broadcasters whose programs treat largely of food will be interested in the annual report of USDA's Bureau of Agricultural and Industrial Chemistry, just released. Among a number of important results of the Bureau's chemical research is information from the Western Laboratory at Albany, California, regarding some new food products. There's a jelly-like dessert prepared from a modified pectin, used like gelatin or starch. This doesn't require cooking ...not even the use of hot water. Then, there's a fruit spread, prepared from this modified pectin combined with uncooked fruit juice or puree, and preserved by freezing.



*New Discoveries in  
USDA  
Laboratories*

The scientists at this laboratory also have developed a ready-to-use low-sugar jellied fruit dessert or fruit salad, which is sterilized by heat and sealed in cans. This product incidentally, was packed commercially for use in Army field rations during the war, to the extent of more than 20 million cans.

Better Cotton Tire Cord

Automobile owners will be interested in a process developed by the Southern Research Laboratory in New Orleans, to make better automobile tire cord from cotton. This is accomplished by using varieties of cotton selected for this purpose on the basis of their physical properties. And in the Northern Laboratory at Peoria, Illinois, experi-

mental investigations indicate that from 90 to 95 gallons of liquid motor fuel can be produced from a ton of corn cobs or cottonseed hulls. About half of this is in the form of ethyl alcohol. This research is expected to move into semi-commercial scale production during 1946.

New Medicines

Then, there's the new drug, rutin, developed in the Eastern Laboratory at Wyndmoor, Pennsylvania. This can be extracted from the leaves and blossoms of the green buckwheat plant, and is valuable in the treatment of conditions arising from high blood pressure associated with fragile and weakened capillaries. (SEE RADIO ROUND-UP STORY "READY WITH RUTIN" FEBRUARY 11, 1946). Another development in the medical field by bureau scientists, working with commercial penicillin manufacturers, is the discovery of a form of this drug carrying unusual and evidently important properties...it's been named Penicillin X. This work is still in an experimental stage and no further information is available at present. USDA's Northern Laboratory, the Carnegie Institute, and the University of Minnesota have cooperated to develop improved strains of mold for producing this and other forms of penicillin.

As Secretary Anderson observed recently, the results of research by USDA scientists has repaid the nation many times for the investment in these laboratories.

**KEEP EM PLANTING**

Whether you call them home gardens, or whether you call them Victory gardens... the activity is the same...and just as important this year as before. As you know, the President has called on the nation's home gardeners to continue the fine work they've been doing in food production. You can do a great deal in your own community to make your listeners realize the vital necessity for producing and conserving food which will help to replace the food needed for shipment abroad.



President Truman pointed this up in his announcement when he said: "The threat of starvation in many parts of the world, and the urgent need for food in this country, emphasize the importance of continued effort to add to our total food supply.

#### Paul Stark Named Garden Program Director

At the request of the President, Secretary of Agriculture Anderson is arranging a conference of National garden leaders March 26-27-28, and has named Paul C. Stark, of USDA, Director of the National Garden Program. This program will be carried forward in the various localities by the State Extension Service and other agencies. It is hoped that local and state garden committees will continue their activities, cooperating with garden clubs, extension groups, 4-H clubs, boy scouts, and other groups that worked so energetically on the victory garden program of the war years. As plans develop, we will give you more information from time to time.



#### PEAR SHAPED TONE

Winter pears from Washington, Oregon, and California are more plentiful than last year. The pack, which is normally marketed from September through June, totaled over 5 million boxes...or 100,000 boxes more than for the 1944-45 season. While a good percentage of these winter pears already have been distributed, there will be supplies on the market until late May.

Our winter pears are grown on the Pacific Coast...chiefly in Wenatchee and Yakima, Washington; Hood River and Medford, Oregon; and Placerville and Santa Clara, California. The four principal varieties grown are Bosc, Anjou, Comice and Winter Nelis. The only varieties still in supply are Anjou and Nelis. The Anjous are fairly large in size with a smooth, thin, light green skin. The flesh is tender, very juicy, and fine grained. The Winter Nelis is smaller in size, very sweet in flavor, with tender flesh.

#### FISH MARKET

Your listeners may be interested to know that King mackerel is one variety of many southern fish that is produced almost exclusively during the winter months. Florida accounts for most of the catch...nearly 4,000,000 pounds a year.

In the Hampton Roads section of Virginia, most of the latest catch has been Porgies, Croakers, Flounder, and Sea trout. Porgies top the list, and should be the best buy on most markets. Housewives should be able to find Porgies in the round...in a very good size for baking.

# Fresh Food



# Roundup

It's still not a fruit or vegetable... but chicken is plentiful on most every market in the South...and prices are well below ceiling nearly everywhere. There's an abundant supply of broilers and fryers, so you can feel free to "plug 'em". Incidentally, you might explain to your housewives...who may be reluctant to pay 50 cents a pound for dressed and drawn chicken, when they can buy it on foot for 35 cents...that a bird loses about 40 percent of its weight when it's dressed.

Heavy rains in Florida have held up shipments of citrus. There are still plenty of oranges and grapefruit to meet demands, however, though orange prices are probably a little higher. Valencias are moving out of Florida now, and should be found on most markets. Apples are still scarce... prices high. A few strawberries and avocados are finding their way to retail outlets, but again high prices prevail.

As for vegetables...there are plenty of potatoes, both Irish and sweet. There are plenty of fair quality beans, too. Pole beans are selling at ceiling most everywhere, but homemakers should be able to find fair quality snap beans at fairly reasonable prices. Cabbage is getting scarcer, and the price is up some from a week ago. Turnips are more scarce, but greens are still fairly plentiful, with the quality poor to good. Supplies of collards are dropping off. There's a good supply of green onions, plenty of rutabagas, and moderate supplies of peppers. There are enough tomatoes to meet demands, but the price remains high.

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(The Fresh Food Roundup is based on general supplies and movements)  
(of fruits and vegetables. It's advisable to check on local )  
(markets to make sure these products are available in your )  
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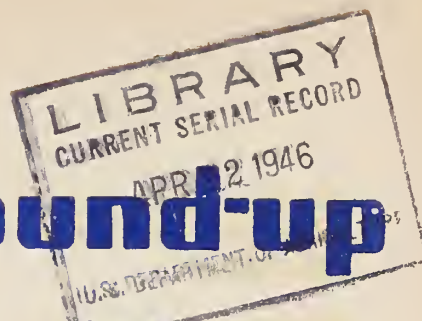
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# Radio Round-up

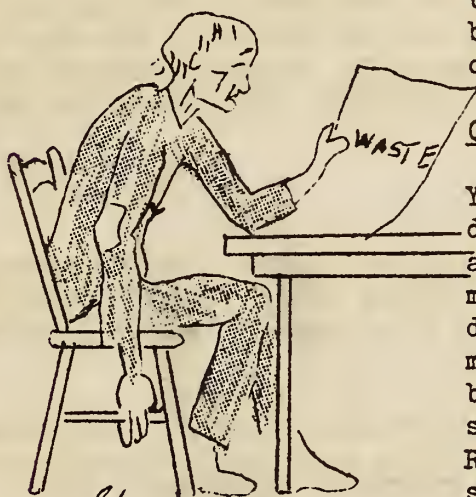
A weekly service for Directors of  
Women's Radio Programs

March 8, 1946.



## HELP FIGHT FAMINE

Have you read the first report of the Famine Emergency Committee, which met recently at the White House, at President Truman's request? The members made a direct appeal to every American for cooperation in a program of food conservation, to make more food available for shipment overseas. It was pointed out that speed is vital, and that Americans of good will can do more and do it faster than any system of official rationing orders. The Committee agreed that the greatest good can be accomplished by saving wheat and wheat products, and conserving food oils and fats.



### Conservation Tips To Homemakers

You broadcasters of programs appealing directly to the American homemaker have a wonderful opportunity to be of tremendous help at this time. All of you doubtless have in your files...and in your minds...many conservation ideas which would be valuable to your listeners. You'll find suggestions along these lines elsewhere in Radio Round-Up this week, and we'll pass some more along to you in weeks to come.

### Causes Starvation

The Secretary of Agriculture, along with the Secretary of Commerce, Assistant Secretary of State and Director General of UNRRA, presented to a group a picture of the tragic food conditions in many foreign countries. This showed that the United States is their principal hope for help. The other side of the picture reveals a substantial increase in food consumption in this country over prewar years.

## U. S. Department of Agriculture

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## SHARING OUR COOKING OILS

For the April through June period, civilians will receive less shortening, salad and cooking oils than they have had during the first three months of this year.

### Reasons

There are three reasons for the cut in supplies. First, we normally consume less fats and oils in the April through June period than in the cold winter months. Second, this country is being asked by the President to export 375,000 tons of fats and oils during 1946 to help relieve shortages of these commodities abroad. And, at the same time that foreign needs are critical, the 1945-46 yield of oil from our four principal vegetable oil crops...cottonseed, peanut, corn, and soybean...shows a decline from original estimates. The decrease is in lower December estimates of cotton and peanut crops and less processing of corn and peanuts for oil.



With the realization of oil from the 1945-46 crop less than was figured three months ago, manufacturers of shortening, cooking, and salad oils can get only 88 percent of the fats and oils they used on an average during 1940 and 1941. Margarine quotas will remain unchanged at 95 percent of the 1944 production. This level has been in effect since last April.

### Lard Set-Aside

You won't notice more lard on the retail markets either. Federally-inspected packers in all but 11 southern states are setting aside for government purchase an amount of lard equal to 5 percent of the live weight of hogs. This lard is also needed to meet urgent foreign needs.

On the brighter side is the fact that the olive oil supply for the second quarter of this year should improve. We will be receiving shipments of olive oil from several Mediterranean countries in exchange for soybean oil.

## FACTS ABOUT FATS

There are a great many ways of stretching our supply of fats and oils...some of which we'd do well to carry over from wartime. Now that we're faced with a continuing shortage, you broadcasters can do a great deal to help the situation by suggesting substitutions, methods of extending the supply, and by urging homemakers to carry on with the salvage of inedible fats. Here are a few fat facts from USDA's Bureau of Human Nutrition and Home Economics, which you may like to pass along to your listeners:



1. Get the fats you use as spreads for bread out of the refrigerator long enough ahead of time to soften them a bit so they'll spread easily. Don't let them melt, though, or they'll soak in.

2. Be thrifty with salad dressings. Add them at the last minute... at the table if possible. Then the dressing won't settle and be left uneaten.

3. Try cooked salad dressing for a change, thickened with flour, to help make the oil dressings go further.

4. Avoid excessive heat, as it will spoil fat and the food cooked in it. Also, fats that have reached the smoking point will become rancid more quickly. Among the fats that smoke quickly are butter, margarine, drippings and olive oil.

5. For all practical cooking purposes, fats may be substituted measure for measure in most recipes, with the exception of pastries. When oil is used instead of a firm fat in pastries, mix the oil with the water before combining it with the flour. When it's used in cakes, mix it with the other liquid ingredients. When using unsalted fat in place of a salted one, be sure to add salt.

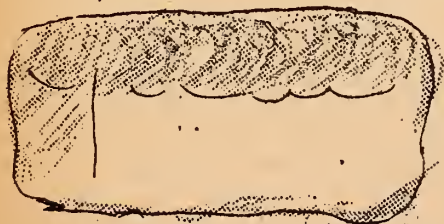
6. Remember that all left-over fat can be used again unless it is too strong in flavor, or scorched. Even strong-flavored fats, such as lamb or mutton fat, can be used for certain foods...combined with onions or mixed vegetables in soup, for example, or used as the shortening in crust for meat pie, or in spice cake, gingerbread, or orange cakes or cookies.



*Wake up - to the  
Necessity of food  
Conservation!*

#### BACKGROUND ON BREAD

No doubt you've heard of the practice of consignment selling of bread and bakery products, which allowed retailers to return to bakers the goods unsold at the end of the day. The result of this was that large quantities of such food was fed to livestock or destroyed. It meant, of course, an extensive waste of critical ingredients...flour, shortening, dried milk, and sugar. When War Food Order No. 1, the original "Bread order" was put into effect, consignment selling was prohibited, and thus, in the three years since that time, great quantities of food have been saved.



Since the adoption of our national program for conserving wheat, WFO 1 has become newly important. Charges made recently against several large bakeries involving violation of this provision, have focussed attention on it, and have served to remind the baking industry that all provisions of the bread order must be observed.

The industry itself had a hand in drafting the order, which was considered desirable by a large majority of bakers. Incidentally, only 434 violations have been uncovered in this 3-year period...a good record, considering the fact that about 28,000 commercial baking establishments were affected by WFO 1.

### Homemaker Can Help

Now...what can the homemaker do to help in this connection? Well, she can restrain her impatience if she finds occasionally, late in the day, that her favorite food store is out of bread. The effort to comply with this order will doubtless lead some stores to cut down on their bread purchases. Then, too, if a shopper sees a table of bread marked "day-old bread", offered at a lower price, she shouldn't hesitate to buy from this table. After all, don't we use bread considerably more than a day old in our homes all the time?

It's going to take all of us...private individuals, industry and government working together...to stop the waste of food in every way. Here's an instance where it's likely that a better understanding by homemakers of an industry problem will help.

### MORE ABOUT **BREAD** CONSERVATION

Here are a few more suggestions from the home economists of USDA for using up bread that's begun to get a little hard or dry...also for utilizing crusts and the heels of the loaf, often discarded. Perhaps they'll furnish you with some helpful program material.



Melba toast, served instead of bread at a great many smart restaurants, is easily made at home and is specially good with salads and soups. It's made simply by heating thin slices of bread in a slow oven until they are thoroughly dry and slightly brown...they take on a new flavor too. Another interesting use for dry bread is to cut it in strips for bread sticks, or into cubes for croutons, and brown it in the oven.

### Try Sandwiches

Then there are hot sandwiches galore to choose from...toasted, grilled, or filled with creamed mixtures. Slightly dry bread is ideal for these, and they can be just a lunch, or something to build a whole meal around. Open-face ground beef sandwiches, broiled under direct heat and served piping hot, will make a hit with everybody. For another good sandwich, cheese broiled on top of the bread is delicious...sometimes with thin slices of fresh tomato added, or strips of bacon.

When it comes to stuffing for chicken, remember that for the dryish type of stuffing, medium-dry bread, 2 or 3 days old, is best. The proper procedure is to cut a loaf in two and fork out the inside, saving out the crusts for other uses.

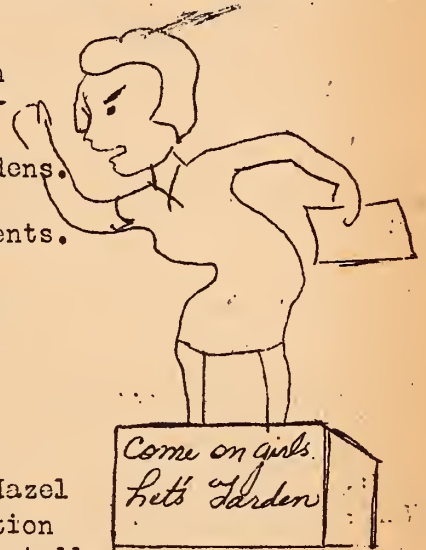


The pieces of bread should be picked apart with the tips of the fingers until all the crumbs are fine and even in size. There's no hard and fast rule about stuffing, but the following are good proportions: 1 cup of crumbs, 1 to 1½ tablespoons of fat, about ¼ cup chopped celery and parsley, a very little onion, and herb seasoning to taste.

### LET'S GET GOING ON GARDENS

If you've had a bit of the fine spring weather that some parts of the country have enjoyed during the past week or so, your listeners are probably in a receptive mood for garden-talk. Last week's Radio Round-Up covered the President's appeal for a vigorous home garden program this year. Now, here's news about the Department of Agriculture's committee on home gardening...and what this committee plans to do.

Secretary Anderson has requested that it assist in stimulating and coordinating activities of all department agencies having anything to do with the production and conservation of food from home gardens. Every effort will be made to develop a completely effective program to supplement our food requirements. Another duty of the committee is to consider and make recommendations for a longtime program which will include improvement of home surroundings and communities, in both city and the country.



Secretary Anderson has appointed Paul C. Stark, Director of the National Garden Program, Chairman of the committee. Among the other members is Dr. Hazel K. Steibeling, Chief of the Bureau of Human Nutrition and Home Economics...the only woman member, incidentally.

### Help Prevont Starvation

There are several angles from which women broadcasters can slant comments on home gardening. For instance, your first appeal might be from the humanitarian standpoint...President Truman stressed that first. The reports from overseas of malnutrition and actual starvation, and those photographs of hungry children surely will give you enough material. And when it comes to nutrition, there's no fresher food than that from a person's own back yard. It's a matter of minutes from the home garden to the dinner table, and that means every vitamin should be in fine fettle. Then there's the exercise angle...which should appeal to many of your feminine listeners. Remind them that home gardening is cheaper and pays better dividends than any exercise course they could possibly take.

President Truman mentioned this, when he said: "In addition to the contribution gardens make to better nutrition, their value in providing outdoor physical exercise, recreation, and relaxation from the strain of modern life is widely recognized."

And here's another point for consideration, While the food grown at home won't give direct relief to famine sufferers in other parts of the world, it will release food of the type that can be shipped overseas. Also, it will help relieve the congested rail shipping situation, by making us less dependent on commercial supplies.

A home garden is all that's necessary for membership in that very special society about which Shakespeare wrote: "There is no ancient gentlemen but gardeners...they hold up Adam's profession."

#### NINE'S THE NUMBER

Monday, March 11th, is the day on which spare stamp No. 9 in War Ration Book 4 becomes valid for 5 pounds of sugar for home canning. It will be good through October 31, 1946, so you might tell your listeners they don't need to rush out and buy the sugar right away if they don't need it.

The reason for validating a canning sugar stamp so early in the year is that in the south there are fruit crops ready for canning right now. The use of canning sugar should be carefully planned, however, as OPA says there isn't likely to be a total of more than 10 pounds per person available for this purpose throughout 1946. Another sugar stamp probably will be validated early in the summer.

Those who do not have a Ration Book 4...and this applies mostly to veterans of the armed forces...should use stamp 9 in the single-page sugar ration book. This book is being issued to returning war veterans, to the parents of new babies, and to those who've lost their ration books. It can be obtained from OPA's district offices. Incidentally, warn your listeners not to throw away War Ration Book 4, even after all the sugar stamps have been used. It should be held until the happy day when all rationing is officially ended.

#### SPICE PICTURE



The spice picture begins to look a bit brighter. We are starting to get types of cinnamon from China, closer to the kinds we used to enjoy before the war. As you probably know, the commercial cinnamon formerly distributed by our spice packers was actually cassia...commonly called cinnamon. During the war we imported the true cinnamon, which comes only from Ceylon. This cinnamon is not generally liked in this country because of its light color and mild flavor, but we had no choice, as it was all that could be shipped during the war.

True, the cassias that are coming in to our spice wharves right now are not of the best...but closer to the types we prefer. Between us and one of the most desirable cassias is the political disturbance in Indonesia. Once the air clears in Java, then we will be seeing these favorite types again.

*More Spice Coming!*



Pepper hasn't perked up yet. Throughout the war years, we were dependent on supplies from the stocks accumulated just before the war. These stocks are substantially depleted. On hand is about enough for the balance of the year, on the present quota basis.

When it comes to mace and nutmeg, we are still dependent on the West Indies... the East Indies being tied up in its own difficulties at the moment. The West Indian crop was low this year, but we are getting enough to meet a reasonable portion of nutmeg and mace needs.

All the other spices are coming from sources that were open during the war... cloves from Madagascar and Zanzibar...celery seed and ginger from India.

#### UPPING THE TAKE

In order that this country can fulfill its meat commitments to foreign countries for the first half of 1946, purchases of meat are being stepped up.

Effective March 3, the set-aside on pork from Federally-inspected meat plants in 37 states was increased from 10 to 13 percent of the live weight of the hogs. Southeastern states are not affected.

Set-aside orders affecting beef, veal and mutton were extended to all states. So, at present, 30 percent of our commercial grade of beef, 40 percent of the utility grade, and 50 percent of the canner and cutter grade are reserved for export. In addition to this, 30 percent of our Choice and Good grades of beef are set aside for army purchase. When it comes to veal and mutton...40 percent of the utility grade veal and 20 percent of Choice, Good, commercial and utility grade veal...and 20 percent of Choice, Good, commercial and utility grades of mutton are being set aside to meet critical food needs abroad.

#### FISH MARKET

Seafood fishermen in the Hampton Roads area of Virginia kept a large number of trawlers tied up at the docks last week, so production showed a decline. A little less than 770,000 pounds was landed...the biggest percentage of it porgy. The quality is excellent, reports C. H. Lyles, Fishery Marketing Specialist with the U. S. Fish and Wildlife Service.



As the fish catch declined, oyster production rose 58 percent. Prices on select oysters have continued steady, but there has been some drop on standards in many areas. Crab meat production also rose in the Hampton Roads area last week, and the better grade is moving to markets over the South. Back fin lump seems to predominate at most retail outlets, with very little white flake and claw being found.

Tell your housewives to buy their fish from a reliable fish market. Fish supplies vary with the season, so it's bad to get into the habit of buying just one variety. A reliable fish dealer will be glad to keep the housewife informed on the varieties available, and the best buys.

Most people like lemon along with their fish. But did you know many cooks prepare it with lemon? When baking, broiling, or frying fish, if you'll rub it well with fresh lemon juice...both inside and out... you'll get rid of the cooking odor, and add flavor to the finished product.

# Fresh Food



# Roundup

First of all...many thanks for your help on broilers and fryers. We're glad to report that the "tightest" period seems to be over, and that Southern producers and processors say supplies are not backing up now like they were a couple of weeks ago. There is still a good supply, however, so you can feel perfectly free to suggest fried chicken.

When it comes to vegetables, best buys this week will be snap beans, Irish and sweet potatoes, and cabbage. Housewives should be able to find good quality on all these, except perhaps cabbage, which runs from fair to good. Alabama - and Georgia-produced green onions, turnips, radishes, and turnip salad are finding their way to retail outlets all over the South, but are still a little high in price. There are limited supplies of spinach, carrots, celery, and lettuce. The collard season is about over...the quality very poor on the few reaching grocery stores.

Florida Valencia oranges are coming in now more and more, but they're a little higher priced than the Pineapple oranges. There are plenty of oranges though for every housewife to buy all she wants...the same being true for grapefruit. A very few avocados are reaching the South from California, and a few poor-quality, high-priced apples can be found on the markets from time to time.

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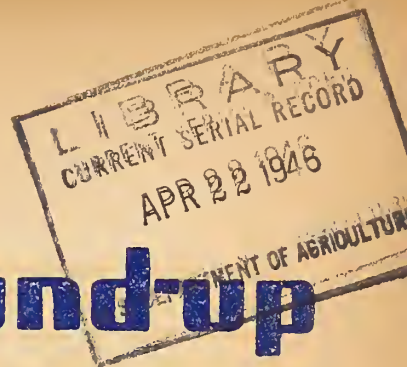
(The Fresh Food Roundup is based on general supplies and movements  
(of fruits and vegetables. It's advisable to check on local  
(markets to make sure these products are available in your  
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# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs  
March 15, 1946

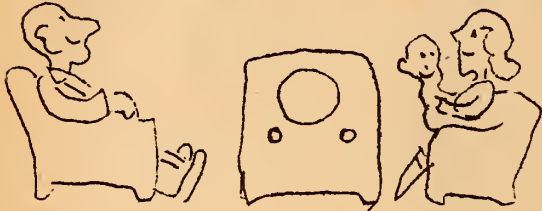
## IN THESE PAGES

<u>TOPIC</u>	<u>PAGE</u>
SAVE FOOD TO SAVE LIVES.....Food Conservation Program.....	2
FURTHER FIGURES ON FOOD.....lowered world production.....	2
POTATO REPLACEMENT.....eat more potatoes to save bread.....	3
QUARTER'S WORTH OF SUGAR.....allocation decreases.....	4
STRAWBERRY APPEARANCE.....they begin hitting markets.....	4
PALATABLE POULTRY.....plenty of it for home tables.....	5
AMONG THOSE PRESENT.....farina for babies.....	5
FOOTNOTES ON FAT SALVAGE.....handling pick-up complaints.....	6
FACT SHEET ON NHD WEEK.....enclosed for you.....	6
THREE LITTLE WORDS.....enriched, restored, fortified defined	6
GARDEN CHECK LIST.....garden supply prospects.....	7
FISH MARKET.....varieties in best supply.....	7
FRESH FOOD ROUNDUP.....fruit and vegetable markets.....	8

U. S. Department of Agriculture  
Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia

## SAVE FOOD TO SAVE LIVES

The women broadcasters of the United States can do more than almost any other group of women in the country to help the President's Famine Emergency Committee in the current drive to conserve wheat, wheat products, and food fats and oils. After an all-day meeting at the Department of Agriculture in Washington last Monday, the committee issued a statement which included a number of specific recommendations for accomplishing this. You directors of



*Tell them why food  
conservation is necessary*

Women's programs, with your large audiences of women listeners, are obviously the ones who can get these recommendations across to the American housewife in a way that will make her anxious to cooperate. You're already regarded as a friend by your listeners, as well as a counselor in household matters. Your explanation of the reasons behind the conservation program and your helpful suggestions about ways in which food can be saved...plus the emotional appeal which is made more

effectively by radio than by any other means...all this makes it possible for you to be of very real assistance.

### May Get Call for Help

It is quite possible calls for help will be made upon your program time by the state and county Emergency Food Program managers, recently designated by Secretary of Agriculture Anderson. These managers are the State Directors of USDA's Production and Marketing Administration, and chairmen of the county Agricultural Conservation committees. They will call on state and county USDA councils to help coordinate the program and organize food conservation measures recommended by the President's committee. Their specific tasks will be to set local food conservation goals, work out conservation measure adapted to the various localities and enlist the aid of citizens' organizations and the food trades.

During this four-month drive, we Americans are asked to make a voluntary sacrifice of 40 per cent of our consumption of wheat products and 20 per cent of our food fats and oils. This shouldn't be difficult when the American housewife is shown how she can help so much by saving just a little every day. Your cooperation can make this drive a success.

### FURTHER FIGURES ON FOOD

The latest news about the lowered world supplies of several important foods points up the vital importance of conserving food of all kinds. USDA's office of Foreign Agricultural Relations states that production of wheat, rye, and hogs is down sharply, according to preliminary reports.

World wheat production in 1945, totaling about 5 billion 200 million bushels, is the smallest since 1929, and is 8 percent less than in 1944..



The European crop alone was 36 percent smaller than prewar. Bread rationing continues in most countries and further reductions in rations are expected. Milling extraction rates are likely to be increased in some areas, in order to stretch supplies still further.

#### Lowest Rye Production Since 1921

As for rye, the world production for 1945 is estimated at about one billion 400 million bushels, which is about 10 percent less than the 1944 crop. These figures are the lowest since the small 1921 crop. If more rye were available, this could have been used widely in many countries as a substitute for wheat. Rye is normally the principal bread grain in many sections of Europe.



*World food Production down*

The decrease in world hog numbers on January 1, 1946, compared with a year earlier, is 5 million head. Furthermore, because of the critical world shortage of grains, the production of hogs outside the United States is expected to decline even more, in the face of an increasing demand.

#### POTATO REPLACEMENT

An angle you may want to stress in the campaign to save wheat for a hungry world is that of substituting some other food occasionally for bread. Many of the women in your audience already may be following the policy of not eating bread and potatoes at the same meal. The only thing left for you to do, therefore, is to sell them on the idea of choosing potatoes more often than bread, since the food value is so similar.



*Let potatoes replace that extra slice of bread*

And just to spike that rumor about the spud being a fattening food...here are some facts from USDA's Bureau of Human Nutrition and Home Economics. A medium-sized potato provides about 100 calories, which is about the caloric content of one thick slice of bread or two thin slices. A serving of green peas or sweet corn contains about the same number of calories...a serving of lima beans has more. It's the generous helpings of gravy, butter or margarine, or cream, used along with potatoes, that bring the caloric total up.

If you want to say more about the food value of the potato, you might point out that it's nearly 80 percent water, but that the remaining 20 percent makes it valuable in the diet. This includes some protein of good quality, starch, iron and other important minerals. As for vitamins...potatoes contain some of the B Vitamins, as well as Vitamin C.

#### Overseas Potato Shipments

Somebody may inquire why, since our potato supplies are bountiful right now, we're not sending some abroad. You can tell them that this is being done;

sizeable quantities of potatoes are going overseas, particularly to France and Belgium. Since potatoes are both bulky and perishable, however, overseas shipments are necessarily limited.

As for menu ideas, USDA's nutrition specialists suggest potatoes for breakfast in hash-browned or cream style, as pancakes or as potato cakes. At luncheon, potato salad might take the place of a sandwich. And at dinner time potatoes can replace bread in stuffings, or form the top crust of meat pies or other baked dishes. Tell your listeners they can get a helpful leaflet, "Potatoes in Popular Ways", prepared by the Bureau, which gives many ways of cooking potatoes. All they have to do is write Agriculture Radio, Washington 25, D.C.

#### A QUARTER'S WORTH OF SUGAR

With sugar still short as a world commodity, U. S. civilians will get a smaller per capita supply of this commodity for the period April through June than they did during the first three months of 1946.

The second quarter sugar allocation for civilians announced by the U. S. Department of Agriculture will be 1,385,000 tons. This is a seasonal increase of 285,000 tons over the civilian allocation for January through March. Seems we used more sugar the second quarter of the year with the beginning of home and commercial canning and food processing. Actually, the per capita share for civilians is smaller because of an increase of more than 8 million persons as a result of demobilization of the armed forces.

Allocations for shipment outside the continental United States show increases for the quarter ahead partly because of reduced military requirements. But it has been impossible to allocate as much as any claimant would like to obtain or needs.

#### STRAWBERRY APPEARANCE

Those luscious strawberries now at fruit counters are coming chiefly from Florida. California has a limited supply to take care of its local markets. Coiling prices are the same as last year.

The yield of winter strawberries has been good in Florida, but the peak shipping period has passed and March should see the supply pretty well distributed. By the first of April, Louisiana strawberries will be moving. Most of our early spring strawberries come from this state, with Alabama, Texas and the southern district of California furnishing the balance.

Spring strawberry acreage now shows a sizeable increase over last year... 21,600 acres compared with 17,000 acres in 1945. The condition of the crop is excellent, but frost damage could alter the yield figure.



## PALATABLE POULTRY

From "chicken little" to "chicken plentiful" might well be the current paraphrase to a familiar nursery tale.

For the next several weeks, poultry will continue as the meat in best supply at your grocery stores. Reasons for the temporary abundance are record poultry flocks for civilian use and a shortage of feed, plus very limited freezer space.

### Way of Flock Reduction

As you know, every effort is being made to conserve a part of the grain normally used for poultry and live-stock feed, so that substantial shipments of wheat can go to the hungry people in Europe. This has meant that farmers must do a greater than normal job of reducing their flocks. This goes for turkeys as well as chickens.



*fowl plentiful*

Under normal conditions, a seasonal over-supply of poultry could be moved into storage. But at present, freezer space is short because there are already record stocks of poultry in storage. So during the weeks that producers are adjusting their flocks to the feed situation, consumers can help by increasing their use of poultry meat of all kinds.

### Heavier Poultry Usage Conserves More Scarce Foods

Farm families are being asked to eat more poultry at home, and to can or store in freezer lockers the birds that cannot be used immediately. Increased use of poultry by consumers at home and in public eating places will also help to prevent loss of food when producers face an over-crowded market. And of course, greater purchases of poultry now will help conserve other foods in less plentiful supply.

The U. S. Department of Agriculture stands ready to buy dressed poultry through its price support operations, as an aid to the farmer who is culling heavily. However, greater use of current supplies of poultry by consumers in rural and urban areas will provide more immediate relief in local market-distress areas.

### AMONG THOSE PRESENT

War Food Order 144...the wheat conservation order...has been amended to permit the manufacture of farina. Farina, widely used as a base for infant and invalid foods and as a breakfast food, is a granular product made from the whitest portion of the wheat kernel. Under the 80 percent extraction regulation, the manufacture of farina was automatically stopped.



As the order is amended, small amounts of farina can be separated during the manufacture of flour. However, the flour from which farina is separated must still be of 80 percent or higher extraction.

*He will get his farina*

As a result of this amendment, you won't notice any reduction in the amount of this cereal product on the market. Millers may now manufacture farina up to five percent of the amount of straight flour from which it is separated. In the past, millers have generally separated only 2 to 3 percent of their flour in the form of farina.

#### FOOTNOTE ON FAT SALVAGE

Every once in a while we hear a plaintive plea from a woman who's tried to turn in fat for salvage and found her meat dealer uncooperative. This isn't a common complaint, but it should never happen, and here's what to do about it if you run into the situation. Call your USDA county agent or your home demonstration agent, report the occurrence, and the name and address of the dealer. An investigation will be made and the difficulty adjusted. Nothing should happen to discourage homemakers from saving fat and turning it in for salvage...the world shortage of fats is still critical.

#### FACT SHEET ON NHD WEEK

Enclosed is the Fact Sheet on National Home Demonstration Week (May 5 to 12) which we promised you some time ago. It contains interesting information from Extension Service about the work accomplished by this program, and we hope you will get some good program ideas from it.

#### THREE LITTLE WORDS

Do you know the exact difference between the three words so often seen on food packages or labels these days...enriched, restored, fortified? To many people they signify vaguely that the food is improved in some way, but the feeling often seems to be that there's a distinction without any real difference. You might like to take a short brush-up course, based on information furnished by the nutrition specialists of USDA...so here it is:

ENRICHED...the addition of certain food values to bread and flour. (Incidentally, this word is properly applied only to bread and flour.) The amount of enrichment is set by law, and it is required by War Food Order #1 that all bakers' white bread and rolls be enriched. Under these standards iron and two B Vitamins, niacin and thiamine, are put back in about the amounts which are lost in the milling of white flour. Riboflavin, a third B Vitamin, is added in even larger amounts than are found in whole wheat. As for calcium and Vitamin D, their addition is voluntary, though standards have been set up for them. Flour for home baking is not required to be enriched, but this is done voluntarily by many millers. If it is labeled enriched, however, it must meet Government standards.

RESTORED...This is putting back into food nutrients which have been lost in processing, and is a voluntary action on the part of manufacturers. For instance certain breakfast cereals are restored to whole grain levels by adding thiamine, niacin and iron.

FORTIFIED...This is adding to foods nutritive values not originally present. The fortifying of margarine with Vitamin A, and of milk with Vitamin D are two examples.



## GARDEN CHECK LIST

Your listeners who are making a list of garden seeds...getting ready for the 1946 version of the home garden...bigger and better than ever...will appreciate some information about the prospects for garden supplies. Here's what USDA specialists have to say on the situation.

SEED: The experts say we'll have enough seed of nearly all kinds to go around. Prices are reported a little lower than last year, and furthermore, there seems to be a bit more seed in each package. You might suggest to those who have small gardens that they share packages with their neighbors. There's no point in planting too much seed and then thinning out the plants later...and certainly nobody would throw away any surplus seed.



FERTILIZERS: The situation is rather tight on certain types of fertilizers, but it's expected there will be enough to make the gardening program a success. There won't be any Government allocation of fertilizer as there was during the war for Victory Gardens.

TOOLS: Fairly good stocks are reported on hand, as production has been good during the past two years. Most of the garden tools offered now were made before the steel strike. Equipment men expect better supplies as soon as the price situation is cleared up and full production resumed.

INSECTICIDES AND FUNGICIDES: There will be enough of both for home gardeners, although certain products are a little short. And here's USDA's stand on DDT., which many are likely to be asking about. It is NOT suggested for home gardens this year, because not enough is known about it yet to justify recommending it to inexperienced users.

There's one thing more required in large quantities for a successful garden... and that's elbow grease. The supply is unlimited...production depends on the individual.

## FISH MARKET

The croakers are landing again. In the Hampton Roads Virginia area some 294,300 pounds put in appearance to become the main item of the week's total catch of 478,200 pounds, according to Charles H. Lyles of the Fish and Wildlife Service.



That promises plentiful fish supplies all over. Too, our seafood experts tell us that the spring fishing season gets under way during Lent, which means shoppers can pick and choose when it comes to supplies and varieties.

Shad are showing up in mentionable quantities in the Hampton Roads area. Approximately 14,000 pounds were landing there in the week ending March 8. Barring storms or a freeze, they

are expected to move inshore in considerable quantities within the week...they will get caught...good news for the dinner tables.

Crab production showed a slight drop in the Virginia area...that means less crab meat salads.

When it comes to cooking; shad are possibly best broiled or baked. Croakers can be baked, broiled, steamed, or fried...as you choose.

# Fresh Food



# Roundup

The answer our fruit and vegetable man gave us, when we asked him what could be found on retail markets, was: "Everything's scarce." But after querying him a little closer, we found that there is enough of both (fruits and vegetables) to keep us from starving....enough, in fact for plenty of variety in the meals.

For instance, Irish potatoes can be found every day....everywhere. It's the same old story, except prices on Maine potatoes have moved up a little. Sweet potatoes are less plentiful than they have been, but there are still enough to meet demands. Getting over to the "greens" side of the picture... more and more green onions are coming in, though the quality so far hasn't been too good. The same is true of salad greens...that is, on quality... and supplies have been decreasing recently. Most markets display moderate amounts of peppers, eggplant, cauliflower, and tomatoes these days. Tomatoes, incidentally, are still pretty high, even though there are enough of them to meet demands. Last week they were running from 20 to 22 cents a pound, f.o.b. Florida.

For best buys...if we could say there are any such...we'd list Irish potatoes, celery, snap beans, and squash. Squash is a little higher than it has been, but prices on celery and snap beans are reasonable.

As for fruit...we can sum it up in one statement. Still plenty of oranges and grapefruit...tangerines more scarce and going up.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It is advisable to check on local markets to make sure these products are available in your community.





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# Radio Roundup

A weekly service for Directors of  
Women's Radio Programs

March 22, 1946

## IN THESE PAGES

<u>TOPIC</u>	<u>PAGE</u>
THE FOURTEENTH MEMBER.....Mrs. American Homemaker...	2
THE OATS STORY.....large supply available....	3
GREEN ACCENT.....spinach on most markets...	4
CAULIFLOWER NOTE.....fairly plentiful supplies...	4
CELERY BUYS.....Golden Heart and Pascal...	4
SPRING CLEAN UP WEEK.....ideas to follow.....	4
GARDENING WITH A PURPOSE.....Victory Gardens again....	5
ACCORDING TO HOOVER.....present food crisis bad...	6
FARMERS PLAN TO PLANT.....1946 planned crop acreages	7
FISH MARKET.....best fish buys.....	7
FRESH FOOD ROUNDUP.....fruits and vegetables.....	8

## U. S. Department of Agriculture

Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia.

## THE FOURTEENTH MEMBER

The big job ahead of radio women, and all of us who are working actively to promote the program to conserve food, is to make every homemaker in the United States feel that she's an ex-officio member of the Committee of 13.



That's the Committee, with former President Hoover as honorary chairman and Chester C. Davis as chairman, which is formulating the guiding policies of this program to help feed starving millions all over the world. It may be rather hard for a good many of your listeners to realize the urgent need for starting right now to save food. After all, most stores have bread whenever we go to buy it ... there's still plenty of cereal, macaroni and other wheat products on the shelves. Furthermore, there's more cooking fat and oil around than we've had for a long time. All this doubtless combines to make many people feel that the food shortage isn't really as acute as some

*Mrs. American Homemaker - the 14<sup>th</sup> member*

alarmists would have us believe.

### Needs Underestimated

The reason for this is that the world food crisis has been brought into focus only recently. Early this year we began to receive reports that drought damage in many countries had been worse than anyone realized, that more food had been consumed than had been anticipated, and that we'd used up our own stocks of many commodities...particularly wheat...faster than we'd expected. Furthermore, some countries were found to have under-estimated their needs, or over-estimated their ability to meet them.

This and other background information has appeared in ROUND-UP during the past few weeks, but here's a summary of facts you may find helpful, to show exactly where we stand on the food situation: World food production per capita has been cut 12 percent below prewar figures. Production in continental Europe, which normally imports 10 percent of its food, is 20 percent below prewar levels. Drought in French North Africa has cut food output to half of prewar, thus cutting off a valuable export area. Drought has sharply reduced crops in South Africa. Argentina's wheat crop is two-thirds of prewar normal, the second short crop in a row. There'll be less than one-fourth as much rice for the Far East to export as before the war. Japan's food output is three-fourths of prewar. In the following countries, production is below average: Australia, India, China, Manchuria, Formosa, and many parts of Latin America. Russia has stepped up food production, but its output is still below prewar levels. When all this is added up, here's the answer: 100 million people in Europe will be starving this year. Several million may die of starvation in India. In China, thousands die by the roadside every day.

### Wheat Needed

Wheat is the food most urgently needed for shipment overseas, because it's easiest to transport and can feed the most people in the shortest time.



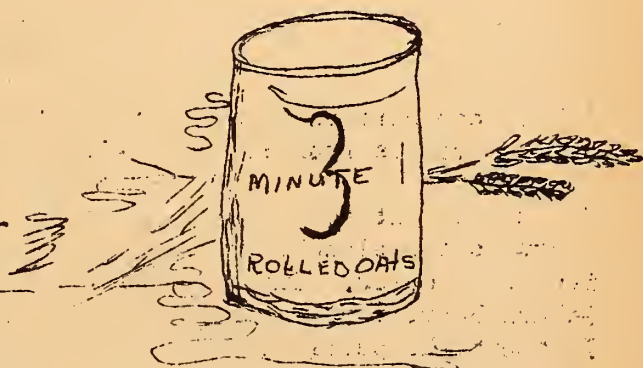
A million tons of wheat means a half year's supply of bread for 20 million starving people...and we can supply this amount of wheat if every American will only save two slices of bread a day.

Fats and oils are desperately needed too...for maintaining a minimum level of health, and also for use as soap; to fight the diseases now rampant throughout Europe and Asia. A teaspoon of fat a day, saved by every man, woman and school child in the United States, will mean a total saving of at least one million pounds of fat a day.

In the words of the President's Famine Emergency Committee: "To avert hunger, we cannot fail to meet this call. If we fail, we shall see a world of disorders which will paralyze every effort at recovery and peace. We shall see the death of millions of fellow human beings. Guns speak the first word of victory, but only food can speak the last word."

### THE OATS STORY

There's a larger supply of oats for food in the United States than there has been for several years past, which is good news in these days of the wheat shortage. You see, one average serving of oatmeal equals two slices of bread in food value, and there are many ways in which oatmeal can take the place of bread in the diet. USDA's Bureau of Human Nutrition and Home Economics tell us also that there's even more nourishment in oatmeal than in whole wheat, in some respects. In the milling process, when the outer hull has been removed, the entire kernel is left, and this is what contains the germ and other vitamin and mineral-rich portions of the grain. Oatmeal contains calcium, iron, and thiamine. It's a protein food too, and combined with milk, eggs or meat, the protein of the plant and animal foods supplement one another to form a highly nourishing combination.



As you probably know, there are several forms of oatmeal. First, there's the coarsely ground kernel, which is true oatmeal. Then, there's the more familiar form called rolled oats, prepared by steaming and then flattening the kernels between steel rollers. Finally there's the time-saving variety called quick-cooking rolled oats. To produce this, the kernels are cut and flattened even thinner than for the regular type of rolled oats.

#### Try Oat Bread

Oatmeal can be used in place of some of the wheat flour to make highly nutritious bread, muffins, biscuits and cookies, and also can be used in place of bread crumbs in certain meat dishes, such as meat loaf. You can help your listeners in planning meals that fit into the conservation picture by getting out the recipes of this type which you doubtless have in your files. And try to choose those which are fat-saving as well as wheat-thrifty.

### GREEN ACCENT

Spinach is in good supply at most of the nation's vegetable counters. This vegetable green is still coming principally from Texas, and shipments will continue from this state until April. Arkansas, the Norfolk area of Virginia, and Oklahoma, will be distributing their spinach during April. Later, home grown supplies will be available in most sections of the country. While prices of Texas spinach have advanced from the low point in the middle of March, spinach is still reasonable in price.

California increased plantings of spinach for commercial processing a fourth or more this year. At present, even though local canneries have been tied up by strikes, it's not expected that there will be an appreciable increase in shipments of fresh spinach from California this spring.

### CAULIFLOWER NOTE

Cauliflower is fairly plentiful, and a lot of it is from California at this time, with some from Florida. The California winter harvest, which lasts through March, is slightly larger than last year. The spring harvest of this vegetable begins the first of April, and is expected to be as favorable as last year. Cauliflower is slightly higher in price than a few weeks ago, but more reasonably priced than a year ago at this time.

### CELERY BUYS

Celery can certainly be pointed out as a plentiful vegetable these days. Most of the crop is from Florida, with a good share from California.

You might want to emphasize the difference in the two types available...Golden Heart is the blanched celery now on the market, and Pascal can be recognized by its green color. During the last ten years, California has switched from the Golden Heart variety to Pascal, and Florida is tending in that direction too. It seems the public is coming more and more to demand the Pascal type. This celery has thicker, more meaty branches and is less stringy. Also the public is becoming less prejudiced toward a green celery.

While Colorado and Utah celery growers produce well-blanched celery, most growers in other sections of the country have not adopted practices necessary to produce the white branches.

### SPRING CLEAN-UP WEEK

Has Spring Clean-Up Week been announced in your locality yet? If so, you may have done something about it already on your program. If not, it's a good idea to be thinking about it, because you may receive requests from the Extension Service people, your county agent or Home Demonstration Agent, to give some program time to this important activity.



No definite date is set for this observance nationally, by the way, since it depends on the weather. The clean-up program should be planned for as early in the spring as possible, however, varying from March in the South to May in the north. Some states and counties will proclaim an official Clean-Up Week, but if this is not done, every farm community should choose its own date.



USDA's Safety Council is cooperating with the National Fire Protection Association in this campaign, and here are some rather startling figures to show the necessity of it. About 90 million dollars worth of farm property is destroyed by fire each year. On the average, around ten lives are lost in farm fires every day.

When it comes to accidents, over 17,000 farm residents are killed, and approximately a million and a half are injured in accidents each year. There's no accurate data on the number of deaths and the amount of disease caused by unsanitary water supply, trash, and so forth. There's no question, though, that these conditions are a menace to rural health.

As for specific suggestions, here are several which you might like to pass along. These are ideas which farm women might be able to follow, without any particular assistance from the men. And you might point out also that householders in towns and cities could profit by following some of these suggestions: 1. See that yards and all areas surrounding the house are free of broken glass, barbed wire, nail-studded boards and other dangerous litter. 2. Avoid storing oil or paint soaked rags or waste in closets, basements or other storage places. See that a covered metal can is provided for such storage. 3. Keep closets, basements and attic free from loose or piled paper, and other material that might be a fire hazard. 4. Take care that all steps, porches and stairways are in good repair and clear of rubbish and all tripping hazards, and also adequately adequately lighted. 5. See that all flues, chimneys and stovepipes are kept clean and in safe condition. 6. Make sure that the electric wiring in the house, garage, barn and other farm buildings has been checked and the necessary repairs made to prevent short circuits and other conditions which might start fires. 7. Take active steps to kill rats and remove rat harbors. 8. Have sanitary conditions checked around springs, wells and cisterns so that the water supply may be kept safe and sanitary. Also, find out whether the water supply has been tested recently by your Public Health Officer. 8. Provide safe storage for kindling and other fuel, well away from stove or fireplace. 9. Check to determine that floors, walls, ceilings and partitions are protected from overheating of stoves, furnaces, and pipes. 10. Keep all light bulbs, switches, and electric motors free from cobwebs, dust, and dirt.

Spring Clean-Up Week, to be effective, must be a family job. Mother may have to be the spark-plug, however, so you can help a great deal by stimulating her interest.

#### GARDENING WITH A PURPOSE

You can tie the home garden campaign right in with the food conservation campaign in your broadcasts this spring. Secretary of Agriculture, Clinton P. Anderson said recently: "We shall do all that is humanly possible to keep faith

with the starving people of other nations, by making available as much of our food as we can possibly spare. How much we can spare is up to the people of America. Certain farm goals have been raised. Various controls have been imposed on the use and movement of critically needed foods. This will not be enough. Every family must bear a part of the burden by conserving food in every practical way, and by raising a victory garden if possible."

### Still Victory Gardens

And by the way, to answer the question: "Will they still be called 'Victory Gardens'?" Secretary Anderson says "yes". He feels there's no reason for changing the name, even though the war is over. The victory is not complete and will not be until the wounds have been healed, the earth in full production again, and the starving victims of war eating regularly. The name "Victory Garden" is a household phrase throughout the country.. let's keep it!



Here are some good reasons you might give your listeners for growing a garden in 1946. 1. A garden helps add a bit to the world food supply. It supplies part of a family's food needs, and thus releases food stocks that can be used elsewhere in the world. 2. Careful planning of a garden means supplying the family's needs for fresh vegetables, and something extra for preserving. 3. Successive plantings will give continuous supplies and late crops. 4. A garden helps increase family security, by giving protection against possible food shortages, saving money on food bills, providing better nourishment, and increasing the value of the home investment.

You can help to follow through on the slogan of the Victory Garden Program... "Garden and conserve...to save what we've won!"

### ACCORDING TO HOOVER

Herbert Hoover, appointed by President Truman honorary chairman of the Famine Emergency Relief Committee, is in Europe now, surveying food needs of the various countries. He is accompanied by a group of food and relief experts, representing various government agencies, including Dr. Dennis Fitzgerald, Director of USDA's Office of Requirements and Allocations.

Mr. Hoover was interviewed just before his plane took off and he made some comments worth remembering and repeating. He pointed out that the present crisis is much worse than that after the first World War, because 500 million people are involved instead of 400 million. World War II was longer than the first war, and the agricultural destruction much greater, so that crops have been steadily decreasing in war-torn countries. Mr. Hoover said, in fact, that this famine is the worst since the Thirty Years War. Then, one-third of the people died, since there was no relief. Now, as he said, many more will be saved, because we are making every effort to save the greatest possible number. The conclusion of his brief good-bye talk is worth quoting, and you may want to do so, if you haven't already. Here it is:



"At the present moment it does not look as if there is enough food to cover the whole problem, and it is the purpose of this mission to see how far we can make it go. It looks impossible to save everybody, but we will save everyone we can."

If you make an extra effort to explain this great emergency to your listeners, perhaps our food supplies can be stretched farther than Mr. Hoover expects... and it's just possible a few more lives can be saved.

#### FARMERS PLAN TO PLANT

It looks now like ... weather permitting ... farmers will put in around 357 $\frac{1}{4}$  million acres this year ... or a quarter of a million more than they planted in 1945. This was indicated in plans reported in March to the USDA Crop Reporting Service. But farmers are expecting to have plenty of trouble getting hired farm labor and new farm machinery.

For 16 major crops, the total acreage now intended is 3 per cent below 1946 goals, but slightly above last year. It looks like wheat, oats, peanuts, tobacco, and rice will exceed goals ... while corn, tame hay, sorghums, barley, soybeans for beans, flax, potatoes, sweet potatoes, sugar beets, dry beans, and peas will fall below.

As a whole, the food grain acreage planned is 2 per cent above what was planted in 1945. But prospects for oilseeds are well below recent high levels.



#### FISH MARKET

Of the total fish catch in the Hampton Roads, Virginia area during the week ending March 15, Croakers accounted for more than a third. Around 382 $\frac{1}{2}$  thousand pounds of this fish were pulled out. So it should be in pretty good supply at markets served by the Virginia Area.



Landings have been rather light around Jacksonville, Florida recently, but there should be fair quantities of frozen fish at most stores. Perhaps frozen mullet or sea trout will be just the right thing for Friday dinner. Sea trout is a lean, white, tender-meated fish.

Here's a good tip on cooking fish. Many homemakers wait until just before plunking their fish in the skillet to salt and pepper it. This doesn't give the seasoning time to soak in. So you may want to remind your listeners that it pays to salt and pepper early.

# Fresh Food



# Roundup

As the season progresses, more and more fresh vegetables begin to move into retail stores. The list is fairly long this week, and includes a good variety of the common meal-makers. Prices vary of course ... as does the quality.

Cabbage is fairly plentiful ... in most any quality you're looking for ... and prices are reasonable, though some higher than a few weeks ago. But cabbage is still a good buy ... from the health as well as the pocketbook angle. So are Irish potatoes, and there are moderate supplies of sweet potatoes, up in price just a trifle. There's a good supply of snap beans in most stores now, with prices reasonable to high, and quality varied. If the housewife shops a little, she'll probably find just what she wants.

Such vegetables as spinach, collards, radishes, and onions are beginning to hit the markets from close around. In other words, stores are not having to go so far south to buy these commodities, for they're coming on locally. Most all retail outlets have tomatoes, but the demand is so heavy it keeps prices high. Beets are scarce and high ... with moderate supplies of carrots at reasonable prices.

Celery, egg plant, and peppers are beginning to hit the plentiful list, with quality good and prices reasonable.

As for fruits ... still plenty of oranges and grapefruit, with a light supply of tangerines mostly at ceiling prices.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It is advisable to check on local markets to make sure these products are available in your community.





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# Radio Round-up

A weekly service for Directors of  
Women's Radio Programs  
March 29, 1946.

## IN THESE PAGES

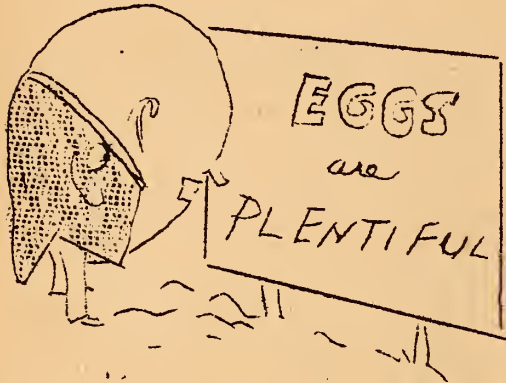
<u>TOPIC</u>	<u>PAGE</u>
ON BEING A GOOD EGG.....	plenty of good eggs on market.. 2
FOREIGN FOOD FACTS.....	the situation abroad..... 2
WITH AN IMPORTED AIR.....	sardines from Norway..... 3
TALKING COLD TURKEY.....	a lot in storage..... 4
FACT SHEETS ON FOOD & GARDENS.....	enclosed..... 4
FISH PAYS IODINE DIVIDEND.....	the iodine in fish..... 5
TESTED AND APPROVED.....	80 percent bread..... 5
MEETING THREE OF THE FEC.....	quotables from notables..... 6
NOTES ON THE GARDEN CONFERENCE.....	decisions reached..... 7
HOME CANNING COMMENT.....	most equipment plentiful..... 8
THRIFTY WAYS WITH WHEAT BREAD & FLOUR.....	9
FISH MARKET.....	southern supplies..... 9
FRESH FOOD ROUNDUP.....	what to expect..... 10

## U. S. Department of Agriculture

Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia.

## ON BEING A GOOD EGG

Something to crow about . . . that's the present decision on eggs. Our supply of this important protein food is largest in the spring, with the peak of production in April. What's more, springtime eggs have many sales points. First of all, the eggs are fresh, as they're moving direct from farm to consumer. Our storage stocks are just about all sold, and during the flush season of production, there are not only enough eggs for all markets, but surplus supplies move into storage for use the coming fall and winter.



Besides being fresher, spring eggs are generally of higher quality. The weather is largely responsible. Eggs do not freeze in hen houses these balmy days, nor is it hot enough for them to deteriorate rapidly in movement from farm to town. In other words, eggs are of best quality when newly laid, and the spring weather is favorable for their transit. At this time of the year too, there's a larger number of pullets....or young layers...in farm flocks. Generally, young hens are healthier and more productive. Also, in the spring hens are not bothered by moulting, as they are later in the summer.

### Price Low

Another important point for these spring eggs is the price...during the flush production months eggs are at their most favorable price range.

You might also like to review for your listeners the Federal weight standards for eggs. Large eggs usually weigh two ounces each. That means eight large eggs would make a pound if you were buying by weight rather than by the dozen. Medium eggs must weigh 21 to 23 ounces per dozen. Small eggs must weigh at least 18 ounces to the dozen...although there is no "maximum" weight required under OPA pricing regulations. When the price difference between the various sizes is great enough, the consumer will do a more economical shopping job if she knows these weights, because she may actually get more for her money by buying the medium or small eggs.

## FOREIGN FOOD FACTS

Here's current information about the food situation in certain foreign countries, compiled by USDA's Office of Foreign Agricultural Relations from reports received since the first of March. You may like to include some of this in your program material.

**Belgium:** The total planting of winter wheat, winter barley, rye and other grain crops is considerably lower than last year, and only a small spring wheat planting is expected. Belgium also has reduced its daily bread ration from a little less than 16 ounces to about 13 ounces, has raised the extraction rate for flour from 80 percent to 83 percent, and now requires the incorporation of 10 percent rye in bread.



Canada: The government is urging a food program designed to increase production and encourage conservation. For instance, farmers are being urged to plan maximum production of foodstuffs over the next four years: consumers are being urged to conserve on wheat and wheat products, and to grow home gardens: a reduction of inventories of wheat and wheat products, is to be encouraged; priorities for rail transportation of wheat for export have been established; wheat for domestic milling is being reduced by 10 percent over 1945 figures, and wheat for distilling by 50 percent: special arrangements are being made to encourage immediate marketing of wheat stored on farms.



China: The Canton rice harvest outlook is poor, due to insufficient rains. The arrival of relief supplies is the main hope of alleviating the food shortage. Some flour and canned milk have been distributed through UNRRA, but these have been hardly adequate.

Czechoslovakia: The Minister of Agriculture reports a current shortage of 100,000 farm workers, in the face of an anticipated increase in need. This is due to the departure of Sudeten Germans, including about half a million farm workers.

Poland: The Polish government now requires farmers to sell part of their harvests to the government at regulated prices. This action was taken in order to be able to supply residents of cities with bread and flour at low prices for their ration cards. As an incentive, a system of cash prizes has been devised for farmers.

#### WITH AN IMPORTED AIR.

Better than 207 thousand cases of Sild sardines from Norway are coming into this country in the very near future. In all probability some of these imported fish will be on your grocery shelves within the next four to six weeks.

The Sild (Norwegian word for horring) sardines will be principally in aluminum...some in tin containers. The popular 3-3/4 ounce size can should sell for as low as 19 to 20 cents.



Many folks will again welcome the gently smoked flavor of these imported fish, which have not been on our markets since the invasion of Norway in the early days of the war.

## TALKING COLD TURKEY

Storage stocks of turkey are now at a record high for this time of the year. That's good news, since the king of holiday feasts is no longer associated with cool weather meals, but is getting to be more and more a year-round meat choice. The chief problem, though, with this bountiful supply is that most of the storage birds weigh 20 pounds or better. That means they are more desirable for large family dinners or for hotel and restaurant trade. So if you're not planning a large dinner, or if your butcher doesn't sell cut up or halved turkey, you can order your share of this poultry meat at public eating places.



Storage turkeys will be available well into the summer months. They're something of a bargain right now... selling at a few cents under the Thanksgiving price. While the reduction may be only a few cents, this is

unusual, as turkeys normally go up as storage charges accumulate. The large holdings account for the price cut.

### Grower Prices Supported

As far as marketings of fresh turkeys are concerned, there's a price support program on breeder turkeys. This price-support program will aid producers in event of heavy disposal of breeding stock while grain is being conserved for shipment abroad, and while storage stocks of turkeys are large. These turkey hens purchased on a dressed basis by the U. S. Department of Agriculture may be sold back to the commercial trade; to other government agencies; transferred for use under the school lunch program or to institutions; or converted to canned form for disposition to any of these outlets. However, because of the tight freezer storage situation, it is believed that most of the purchases made by the Department under the price support program will be for canning. In such forms it will be possible to hold the turkey for longer periods.

Because of the storage problem, and in face of heavy disposal of breeding turkeys this spring, the U. S. Department of Agriculture is calling for greater use of turkeys at this season.

### FACT SHEETS ON FOOD AND GARDENS

Enclosed are two USDA fact sheets...one on the Famine Emergency Campaign, the other on the Victory Garden Program for 1946. The information given in these two releases may be of value to you in program preparation.



## FISH PAYS IODINE DIVIDEND

Do you live in a "goiter belt" of the United States? This is an area where the iodine content of the soil and water is low, and therefore, where the residents are more than usually susceptible to goiter. This is especially true of the states around the Great Lakes and the northwestern states. For families in such areas, special planning of meals is necessary, in order to assure the small but steady supply of iodine the body needs.

Nutritionists of USDA point out that one excellent source of iodine is seafood, if it is eaten at least once a week. Remember...it's saltwater fish, not fresh water, from which we get iodine, although the latter are rich in other food values. You might like to remind your listeners about the importance of iodine in the diet, tying it with your suggestions about the use of seafood. Incidentally, modern methods of canning, freezing, and refrigerated transportation, bring good supplies of seafood even to cities far inland.



### Iodine in Salt

As you probably know, iodized table salt is a good source of iodine, and the best way yet found to make sure of getting a supply into the diet regularly. It's especially valuable to families on farms and in small towns, where less seafood is obtainable, and where locally-grown produce is used almost exclusively. Most natural salt contains iodine, but it may be lost during refining. In iodized salt, about the same amount is restored as is lost through refining. About half of the salt now sold is iodized, so it pays to read the label. Here's a word of warning about iodized salt, however. Although it helps prevent simple goiter, it may be harmful to one that is far advanced. The Council on Foods of the American Medical Association makes this statement: "...persons over 30 years of age with any swelling of the throat should not use iodized salt unless they do so under the direction of a competent physician.

### TESTED AND APPROVED

You can tell your listeners not to worry about the results they'll get from the new 80 percent flour in home baking, according to food specialists of USDA's Bureau of Human Nutrition and Home Economics. They say to follow your regular recipes, unless the flour maker gives specific instructions for the use of his own brand.

There's a faint chance that minor adjustments may be necessary with some brands of 80 percent flour, but not enough to cause baking failures. Most women experiment a bit with recipes anyway, and if, for instance, the dough or batter of some favorite recipe seems a little soft, when the new flour is used, a bit of extra flour may be added, or slightly less liquid used. The samples of flour which have been tried in the test kitchens of BHNHE in regular biscuit, muffin, and plain cake recipes have given satisfactory results.

### MEETING THREE OF THE FEC

The third meeting of the Famine Emergency Committee took place a few days ago at the United States Department of Agriculture. The question was raised as to the saving in bread which already has been effected through the voluntary cuts that have been requested. No over-all returns have been received yet, but one large baking company did report an "appreciable but inadequate" reduction in sales. Whenever the baker says that the saving was inadequate, it appears there is a great deal more information work to be done.

#### Bread Rationing Out

The matter of rationing bread came up, and two main arguments against it were presented. The first was the element of time. It is believed impossible to get a rationing system in operation quickly enough to bring about the savings which are necessary immediately. The next four months is the critical period, and it would take a minimum of four months to establish rationing. The second objection was that low income families depend much more on bread as a main article of diet than do high income families. Therefore, bread rationing would work an undue hardship on these people. The general opinion of the Famine Emergency Committee is that if it ever becomes necessary to ration food again, bread will not be included.

This may help you to answer questions you are receiving now, and can be tied in with either food conservation suggestions, or victory garden talks.

### CONSERVATION CONTESTS

Here's an idea which some of you broadcasters may have had already, but if not, perhaps it's worth considering. The Famine Emergency Campaign puts it up to all of us to take every possible step that will result in saving lives, and the one thing everybody can do is to conserve food. As a feature of your program, you might conduct a contest and offer prizes for the best conservation suggestions. Many women have pet ideas about bread conservation, and there are various things to be done in connection with the saving of fats and oils, which already have been tested and approved in many home kitchens. You might conduct a menu-contest too, offering prizes for the best-planned menus, from the standpoint of both conservation and nutrition. Or you might set aside one day a week on your program, on which you could feature the "recipe of the week"...a conservation recipe, of course, to be chosen from those submitted to listeners.



Any action you can take to stimulate conversation about conservation among your listeners...followed up by action, of course, will be of definite assistance. Secretary Anderson's warning to the National Garden Conference that we can expect a continuation of the need for relief feeding into 1947 should be heeded.



## NOTES ON THE GARDEN CONFERENCE

The National Garden Conference opened in Washington on March 26, with national and community garden leaders from all over the country in attendance, and with Paul C. Stark, director of the National Garden Program, presiding. There were talks by Secretary of Agriculture Clinton P. Anderson, M. L. Wilson, director

of USDA's Extension Service, Chester C. Davis, executive secretary of the Famine Emergency Committee...and a special message to the conference from President Truman, read by Mr. Anderson. You may like to quote some of their remarks in your broadcasts on gardens, so here are a few that seem particularly noteworthy:

### President Truman Says:

"...The great conflict is over, but this is no time to let up... not while hunger stalks the world. Food is today the most sought after commodity in the world...we are now challenged to help win this global war against hunger. Hungry people make poor disciples of democracy. Food is still one of the most vital weapons in securing a lasting and stable peace.

Growing more home gardens is one way to help. Every pound of food eaten fresh from the garden, or preserved for use next winter, will release an equivalent amount of food to be shipped to the starving millions..."

### And From Secretary Anderson:

"...Everyone in this assembly knows that we are facing the most serious international food crisis of modern times ... at least until the next harvest we shall need to ship every bit of food we can spare. And we can expect a continuation of the need for relief feeding in 1947. It will take another growing and harvest season to build up our own reserves again... We must prepare for all our needs and we must plan on producing considerable quantities above those needs, to provide a margin for safety...."

### Chester Davis:

"...Gardens will help us conserve wheat by providing extra vegetables to make

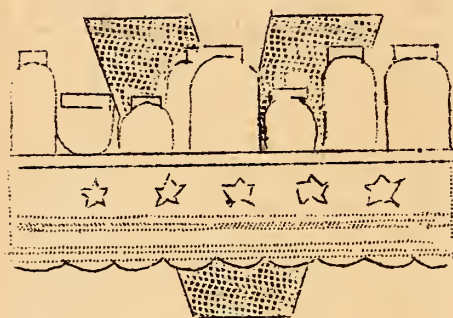


up for less bread and cereal. They will cushion against shortages which may develop here and there during the critical months. They will enable many more people to can and preserve foods, making it possible for them to donate more to collection campaigns for foreign relief. Gardens will, in short, help us meet our goals for export and protect us against shortages at home."

H. L. Wilson:

"...If the many groups represented here go home in full support of the recommendations your conference will adopt, we may have hopes that this program for better gardens and better homes and better communities throughout the nation will be one of the real factors that will contribute physical health and greater moral and spiritual value to everyday American life. And these, after all, are the values on which civilizations are built."

#### HOME CANNING COMMENT



Apropos of the references to food preservation made by the speakers at the National Garden Conference, here is the latest news we're able to get regarding the prospects for canning equipment this year. You'll be glad to hear that no shortage is likely.

There seems to be plenty of jars and tops on hand, and no shortage of this is anticipated. As for rubber rings, more natural rubber is available, which will make the quality better, and the supply seems plentiful. The outlook is favorable as regards pressure and water-bath canners. There's more aluminum this year, of course, and a more than adequate

supply of enamelware.

#### Tin and Sugar Scarce

There are two scarce items which enter into the home-canning picture. One is tin and the other is sugar. Tin for cans is scarce, and it is hoped that canners will use glass as much as possible. It's hardly necessary to elaborate on the sugar situation. We all know that story, and while spare stamp number 9 in Book 4 is now good for five pounds of sugar for canning, OPA tells us that only one more stamp for canning sugar will be issued this year. For that reason, urge your listeners to go easy on sugar and save all they can for this purpose.



## THRIFTY WAYS WITH WHEAT BREAD AND FLOUR

Prevent waste of bread. It is estimated that one slice out of every loaf of bread baked every day goes into garbage.

To keep bread fresh and prevent mold, store loaves in moisture-proof paper wrapping in the refrigerator. Or if refrigerator space is not available, store bread unwrapped in a well-ventilated box in a cool place, and scald and sun bread box often. Dry bread can be used, but moldy bread is a total waste.

Follow the lead of the restaurants and serve only enough bread for one slice apiece for each person at the table. Let the family ask for "seconds", and think up ways to make the crusty heel of the loaf a prized piece.

Where bread is baked at home, bring back the old-time custom of slicing bread on the table, and be ready to halve the slices to fit slender appetites.

Dry bread makes good toast. Besides plain toast, don't overlook such kinds as French, cinnamon, hot-milk, cheese, jelly, and the thin Melba toast that smart restaurants often serve in place of soft bread.

Use dry bread in substantial desserts, such as bread and cereal puddings, and baked fruit scallops made of slices or "fingers" of bread combined with canned or fresh fruit and a little sweetening and fat.

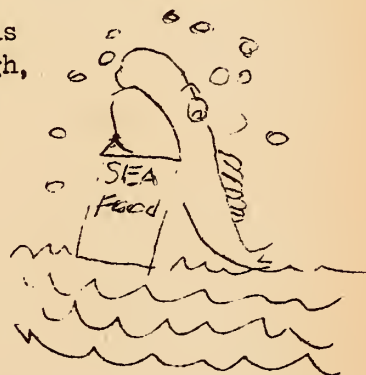
Turn odds and ends of bread into dry crumbs. Familiar uses of crumbs are coating foods for frying and topping baked dishes, and stuffing vegetables or meat.

## FISH MARKET

Strong winds and high tides reduced seafood production in the Hampton Roads, Virginia area during the week ending March 23. Total landings dropped from the previous week's 1,085,000 pounds to 962,900 pounds. Despite the drop in total catch though, shad production was greater than for the week before.

The Florida Fish and Wildlife Service reports the spring run of Spanish mackerel evidently underway, since some 100,000 pounds of this fat, deep blue fish, with the yellow spots, were landed on March 25. Other varieties of fish were reported in light supply in the Jacksonville area.

So Spanish mackerel and shad are possibly the best buys in fresh fish at the moment. Spanish mackerel vary in size from one to three pounds, with firm, rich, flavored meat. It will be best broiled or baked.



# Fresh Food



# Roundup

Let's do an "about face" on fruits and vegetables today, and start with those that there "ain't many of".. Strawberries very definitely fit in that list. It's true a very few strawberries have begun to move, but they're snapped up so fast even the wholesaler doesn't get a good look at them. And of course they go at ceiling prices. This delicacy...weather permitting...should be in better supply two or three weeks hence. Pineapples and apples fall in the scarce category too...as do pole beans, cucumbers, and greens. More about the greens in a moment.

The good old standbys...the "big 3"...are still with us in quantity. They're cabbage, Irish and sweet potatoes. Prices on all three are reasonable, and quality is good. They'll make the backbone for many a meal, too, and can be prepared in many different ways to prevent family "tiring". They're not alone in the plentiful class right now, either. Snap beans can be found 'most anywhere, although prices are a little higher than they have been. Squash is plentiful, and light to moderate supplies of green onions have been moving into southern wholesale markets during the past week. They should have found their way to retail counters by now.

Getting back to our greens a moment...it's getting 'late season' for them...and supplies are dropping off. Recent weather has slowed movement too, so what greens the housewife finds are likely to be pretty high prices from now on through the season.

Lest we forget...good quality oranges and grapefruit can still be found readily at reasonable prices. They're good buys from the standpoint of health and pocketbook.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It is advisable to check on local markets to make sure these products are available in your community.

